

**Larue County Public Library
Three Year Long Range Plan
2020-2023**

Mission Statement:

The mission of the LaRue County Public Library is to provide materials and services for personal enrichment, enjoyment and educational needs to all county residents of all ages. This is to be done during convenient hours and in pleasant surroundings. We believe that an informed community is a strong community and the library values the opportunity to do our part.

Vision

The library will be a gathering place for all in the community seeking resources and programs that inform, educate, entertain and spark the imagination. The library will be a warm, inviting, friendly, and safe place for all people.

1. **Governance and Administration Goal:** The Board and Director will provide guidance to insure continuing funding and improving library services.

Objective: The library will pay membership in the American Library Association and/or the Kentucky Public Library Association for the Director and other staff.

Objective: The Director, at least one staff and at least one Board member will attend KPLA and/or KLA yearly paid for by the library.

Objective: The Director will attend PLA, ALA or Rural Library Conference yearly, paid for by the library.

Objective: All board members will apply for Temporary Certification and work toward their Certification paid for by the library.

Objective: Survey the community and write a new long range plan in 2023.

Objective: The bylaws and policies will be reviewed yearly.

Objective: The library will have a yearly audit by a CPA.

Objective: The Director will have an annual evaluation.

Objective: Look into investing non-operating funds until needed according to the budget.

2. **Staff Goal:** Assure the operational processes of the Library enable staff to efficiently and effectively fulfill the mission of the Library.

Objective: If all full-time employees have completed their initial Certification, part-time employees will work toward their initial certification.

Objective: The library will provide at least one or two in-house training/staff meeting for all staff yearly.

Objective: Staff will have training/webinar on phone etiquette, customer service and people skills yearly.

Objective: Increase staff retention through improved salaries and benefits.

Objective: Increase opportunities for staff professional development.

Objective: Increase staff retention through training on conflict and intrapersonal skills.

Objective: Develop clear guidelines for professional dress.

Objective: Explore professional dress code including supplying shirts with library logos.

3. **Volunteers Goals:** Increase the use of volunteers.

Objective: Identify tasks that can be performed by volunteers.

Objective: Develop volunteer job descriptions that include: Tasks to be accomplished, knowledge or expertise required, days and times of performance, and training required.

Objective: Recruit volunteers to reflect the diversity of the community.

Objective: Recruit senior citizens.

Objective: Partner with the high school, Beta Club and Family Resources to recruit teens to volunteer.

Objective: Post a list of jobs that need to be done by volunteers.

Objective: Publish volunteer opportunities (including age requirements and details of work needed) on website so public is informed.

Objective: Friends of the Library spotlight on a specific person on an annual basis; newspaper article, picture in foyer, on social media, etc.

Objective: Establish a volunteer recognition process that includes annual awards.

4. **Facility and Property Goal:** The library building will be safe and well maintained.

Objective: Replace mulch with rock in landscape.

Objective: Cover exposed wood on Garbage Building with low maintenance siding.

Objective: Evaluate need for intercom system throughout building to communicate with staff and announce closing time to public.

Objective: Seal parking lot yearly or every other.

Objective: Maintenance Heat & Air Units yearly so temperatures in the building remain even and air quality is good.

Objective: Add vents or heat of some type in the staff and family restrooms.

Objective: A quarterly walk around inspection of the library maintenance, repair, safety, upgrades, etc.

Objective: Fire Department, Police and EMS should walk through yearly to be familiar with property layout, entrances, exits, safe room, fire hydrant location, etc.

5. **Technology Goal:** The library will insure that all computers, network and server hardware and software are up-to-date and reliable.

Objective: Computers and other technology will be maintained and updated.

Objective: Build new website.

Objective: Create library app.

6. **Public Awareness:** Develop a strategic communications plan for the LaRue County Public Library.

Objective: Identify potential audiences.

Objective: Define the messages to convey to each audience.

Objective: Determine the most effective channels of communicating each message to each audience.

Objective: A book review published in the local newspaper or video on Social Media monthly. Book reviews can be submitted to the Director by staff and customers.

Objective: New books and other items posted on social media, website, etc.

Objective: Establish a Library Blog or Newsletter on events and resources by a library staff.

Objective: Develop a focused educational program on the multiple values of a public library to a community.

Objective: Develop visuals to promote library service.

Objective: Present this information to elected officials and community organizations.

Objective: Market services to schools, teachers, and homeschoolers.

Objective: Increase presence at local community events to generate library awareness of services and solicit feedback from these events on current library services.

Objective: Provide more visible highway directional signs to the library facility.

Objective: Staff will have training/webinar on marketing skills.

Objective: Director, at least one Board Member and at least one staff attend Legislative Day in Frankfort yearly.

Objective: Explore possibilities to display community and library event information.

8. **Service Goal:** Enhance and diversify Library resources, programs, and activities to meet changing community interests and needs.

Objective: Continue to build opportunities to engage youth in educational, recreational, and creative activities built on the library's resources.

Objective: Identify opportunities to build stronger and more diverse in-school programs for youth through discussions with representatives of youth organizations.

Objective: Increase the number and types of youth programs that connect the arts and literacy.

Objective: Continue to build opportunities to engage adults in educational, recreational, and creative activities built on the library's resources

Objective: Increase the number of presentations by authors, especially Kentucky authors, as well as informational programs that address issues of concern to the diversity of residents.

Objective: Develop a list of ways to enhance the genealogical holdings and to increase the staff assistance available to customers.

Objective: Offer "How to Genealogy Class" quarterly.

Objective: Connect with people within the Hispanic community to identify the kinds of resources and programs that would increase use of the library by youth and adults.

Objective: Expand geographical reach of library services by providing a drop off/pick up point or bookmobile service in all areas of the county.

Objective: Target at risk groups by partnering closely with other non-profit entities.

Objective: Expand Teen Services through programs and volunteer opportunities monthly.

Objective: Expand services by offering quarterly programs for Special Needs Customers.

Objective: Reduce barriers to services.

Objective: Expand services by offering notary service.

Objective: Offer Technology Classes/Assistance monthly. Partner with the High School for possible students to teach.

Objective: Offer the Dolly Pardon Imagination Library, find partners to help sponsor 50% or more of the cost.

Objective: Offer streaming videos.

Objective: Offer Mobile Hotspot.

9. **Collection Goals:** The Library always seeks to improve the quality and quantity of the overall collection.

Objective: Increase circulation by 5%.

Objective: Display Shelf Talkers in the Non-fiction to increase interest.

Objective: Increase Youth book budget.

Objective: Create displays to promote checkout.