

Strategic Plan 2018-2021



Adopted by the library board 11/16/2017

Introduction

This document builds upon its predecessor, *Strategic Directions 2011 – 2017* and the fifth Strategic Direction that was added in 2014. At that time, the Augusta County Library Board and staff believed that these directions were sufficient enough to both facilitate achieving the library's stated mission and broad enough to not become outdated during five years of what could be rapid change.

After consideration, library staff recommended keeping the same five Strategic Directions for the next planning document, but shortening the time period covered to three years, 2018 -- 2021. Each Direction still provides more than enough room for growth in meeting our stated Mission; to create an environment for people to learn, to explore, to enjoy, to create, and to connect with each other and their community.

Our five Strategic Directions are:

Strategic Direction 1: Obtain the resources needed to meet our strategic directions and mission statement.

Strategic Direction 2: Build our community.

Strategic Direction 3: Meet the *Planning for Library Excellence* "A" rating in all standards.

Strategic Direction 4: Provide exceptional public library service to the citizens of Augusta County.

Strategic Direction 5: Empower staff and patrons to use technology.

We began the planning process in August 2016 at a joint meeting of the Augusta County Library Board of Trustees, the Friends of the Augusta County Library, Jennifer Whetzel (Deputy County Administrator), and the Library's managerial staff. At this meeting, two exercises from *Library Journal's How High Impact Librarians Are Building Better Communities* workshop were conducted to determine where ACL placed on the Library/Community Centric spectrum and our top three values.

In spring 2017, the Trustees and managerial staff conducted a SOAR assessment and library staff completed their own survey. This was followed by a brief Technology Survey and a more extensive Patron Survey in the summer.

The Trustees and managerial staff met again on August 22, 2017 to discuss the Library's current situation and our community's needs. The documents the group consulted included:

- The 2017 Planning Survey result
- The spring 2017 Technology Survey

- The spring 2017 ACL staff survey
- Community and library data trends
- Library statistics from Fiscal Year 2017
- A SOAR analysis conducted in winter 2017
- A Chart of Comparable Virginia Public Library Systems in FY 2015.
- The detailed analysis of the Augusta County Library done by staff member Ali McCue as part of her *Library Planning, Marketing, and Assessment* class for her MLIS degree.

The following Directions were developed by library staff with the assistance of the Library Board of Trustees. Yearly goals and objectives will be developed by the library's managerial team as part of their of their annual planning process.

Questions and comments about the Strategic Directions may be directed to Diantha McCauley, Director, 1759 Jefferson Highway, Fishersville, VA 22919 or by email to diantha2@augustacountylibrary.org.

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Mission

The Augusta County Library creates an environment for people to learn, to explore, to enjoy, to create, and to connect with each other and their community.

The Augusta County Library provides the residents of the Augusta County area materials and services to improve their quality of life by meeting their educational and recreational needs.

To fulfill its Mission, the Augusta County Library has chosen the following service responses:

General Information/Lifelong Learning

We provide information and answers to questions on a broad array of topics related to work, school, and personal life and support the desire for self-directed growth and development.

Current Topics and Titles

We help satisfy residents' interest in popular culture and social trends.

Commons

We address the need of people to meet with others in the community and to participate in public discussion about community issues.

Vision

The Augusta County Library provides access to ideas, information, experiences, and materials that enrich people's lives.

Principles

1. We place our patrons' needs first. Our highest priority is providing quality services to our patrons.
2. We create an environment of respect. We treat patrons, staff, and volunteers with respect.
3. We ensure all people equal access to information.
4. We are an educational institution.
5. We protect freedom of information. We protect everyone's freedom to read and view all available information as permitted by law.
6. We safeguard privacy and confidentiality. We protect everyone's right to request and obtain information.
7. We provide basic services without charge.

Strategic Direction 1: Obtain the resources needed to meet our strategic directions, mission statement, and service responses.

The Augusta County Library Board of Trustees, The Friends of the Augusta County Library, The Augusta County Library Foundation, and the staff will strive to obtain the financial, personnel, and physical resources to fulfill these goals within their respective missions.

Goal 1: Continue to seek additional funding through grants, partnerships, and collaborative efforts.

Goal 2: Work to establish the Augusta County Library Foundation as a financial resource for the Augusta County Library.

Goal 3: Support The Friends of the Augusta County Library and The Augusta County Library Foundation with their marketing, fund-raising, and promotional efforts.

Goal 4: Provide advocacy training for The Board of Trustees, the Friends of the Augusta County Library Officers, the Augusta County Library Foundation Directors, and the Library's management staff.

Strategic Direction 2: Build our Library Community.

The Augusta County Library will strive to provide inviting places, conveniently located, with a wealth of resources appealing to all county citizens. Programs for all ages will be provided for educational and recreational purposes. ACL will foster partnerships to create stronger programs and services while strengthening our community.

Goal 1: Obtain funding to increase service hours at Stuarts Draft and to restore hours at Churchville to full service levels.

Goal 2: Develop a marketing plan to better promote ACL within the community.

Goal 3: Seek new partnership opportunities, especially with Augusta County Parks and Recreation, other county departments, Valley Program for Aging Services, Office on Youth, and local businesses.

Goal 4: Emphasize partnership opportunities with Augusta County Schools, private schools in the county, and area homeschool groups.

Goal 5: Seek additional cooperation within the Valley Libraries Connection.

Strategic Direction 3: Meet the Planning for Library Excellence “A” rating in all standards.

Augusta County Library strives to meet the highest standards set by the Library of Virginia for public library services. The following goals will bring ACL to the “A” rating in all standards.

Goal 1: Add paraprofessional and professional staff by restoring frozen positions and developing a plan to meet staffing standards.

Goal 2: Create a written Staff Development Plan.

Strategic Direction 4: Provide exceptional public library service to the citizens of Augusta County.

The staff of the Augusta County Library provides information, resources, collections, and programming for all citizens of the county. Our libraries are places where people can gather with others and participate in discussions and varied learning and cultural opportunities. We provide free access to technology and training in its use.

Goal 1: Provide more inclusive and culturally diverse service, including programming, to attract targeted populations including non-library users.

Goal 2: Provide technology training to seniors, the computer illiterate, and at the Branch and Stations.

Goal 3: Focus on developing and enacting a Marketing and Outreach Plan.

Goal 4: Improve the collections and services provided at the branch and stations.

Goal 5: Provide increased training and development opportunities for staff.

Goal 6: Promote awareness and use of our online databases and resources.

Strategic Direction 5: Empower Augusta County Library staff and patrons to use technology.

The staff of the Augusta County Library provides free access to technology and training in its use. All library locations will have sufficient bandwidth and equipment to support the technology needs of the staff and citizens. Staff will be well trained to use equipment and applications to successfully complete their job requirements and to assist patrons.

Goal 1: Empower all library staff to assist patrons with their basic technology needs by providing training and education.

Goal 2: Provide varied training opportunities, classes, and programs for patrons at all library locations.

Goal 3: Ensure that Augusta County Library technology and equipment is sufficient, up-to-date and in working order.

Goal 4: Maintain currency with technological advances and their potential relevancy and use within the library including security and cost saving analyses.