



Strategic Plan 2019-2020

*Adopted*

*Reviewed and Revised*

### **Library Vision**

The people of Green County will:

- ❖ Have the information they need to succeed at school, at work, and in their personal lives;
- ❖ Have reading, viewing and listening materials and programs that stimulate their thinking, enhance their knowledge of the world, and improve the quality of their leisure time;
- ❖ Discover the joy of reading and develop a love of learning;
- ❖ Enjoy a high level of access to informational electronic resources and will develop the technological skills needed in an increasingly complex world;
- ❖ Think of Green County Public Library as a focal point of community life that connects and unites the people of the area;
- ❖ Utilize the Green County Public Library's resources and services while encouraging others to do the same.

### **Library Mission Statement**

#### **Enrich...Empower...Educate**

The Green County Public Library provides basic free access to current, high-demand, and high-interest materials in various formats for people of all ages. We create a welcoming environment with friendly, competent staff and strive to introduce children and adults to the joys and rewards of reading and using the public library. Special emphasis is placed on supporting students of all learning levels and ages with their formal and informal courses of study and self-improvement.

### **Goals and Objectives**

#### **Goal 1: SERVICE GOAL**

Members of the community are able to find current popular material and information in various formats.

OBJECTIVE: To increase circulation at least 1% annually.

OBJECTIVE: To increase student usage of the public library by 1% yearly.

OBJECTIVE: To publicize the library's web page and increase its usage by 1% yearly.

OBJECTIVE: To conduct regular weeding and development of library collections.

OBJECTIVE: To give customers access to download library materials in various formats.

**Goal 2: SERVICE GOAL**

The young adults of our community will find the library a warm, welcoming place, providing technology opportunities as well as many choices for individual reading enjoyment.

OBJECTIVE: To provide individualized training on computer literacy and utilization of databases.

OBJECTIVE: To develop a Teen Advisory Board to help improve the young adult collection of materials.

OBJECTIVE: To provide online homework help and career planning.

**Goal 3: SERVICE GOAL**

The people of Green County will have a better understanding of the library and its services.

OBJECTIVE: To gradually increase the public relations budget until it reaches a level of 2% of the operation budget as recommended by the enhanced Standard for Kentucky Libraries.

OBJECTIVE: To plan a comprehensive public relations campaign each year that makes regular use of radio and print media to keep all segments of the community aware of the library services and its role in the community.

OBJECTIVE: To develop an e-mail list of patrons to keep informed of library events.

OBJECTIVE: To examine, expand, and enhance library programs.

OBJECTIVE: To prepare in-house book displays regularly.

OBJECTIVE: To expand outreach services and programming county wide.

OBJECTIVE: To develop a local chapter of Friends of the Library.

OBJECTIVE: To develop collaboration with community organizations.

**Goal 4: SERVICE GOAL**

The children of Green County will develop a lifelong love of the library and a desire to learn that will help them live productive and satisfying lives.

OBJECTIVE: To maintain our Lap-sit Lullaby, Story Time, and Intermediate programs in the library.

OBJECTIVE: To offer fun and educational Summer Reading Programs.

OBJECTIVE: To provide monthly programs to schools through our Outreach program.

OBJECTIVE: To promote literacy and utilization of the library services through integration of local school system.

OBJECTIVE: To provide support to Homeschoolers, Early Childhood, and Family Resource Centers.

**Goal 5: ADMINISTRATIVE GOALS**

The library recruits, trains, and retains the most competent, friendly personnel available.

OBJECTIVE: To provide educational opportunities to complete certification requirements for all staff within five years of their hire date.

OBJECTIVE: To provide yearly customer service training to library staff who are in contact with the public on a regular basis.

**Goal 6: ADMINISTRATIVE GOALS**

The library building and contents are to be kept in sound physical condition as well as being attractive and serviceable to the public.

OBJECTIVE: To paint a portion of the interior library walls.

OBJECTIVE: To maintain tiled floors yearly.

OBJECTIVE: To add Library Directional Signs.

OBJECTIVE: To replace exterior awnings.

**Goal 7: ADMINISTRATIVE GOALS**

The library collection will be managed to reflect the needs of the community and provide optimal services while utilizing available financial resources.

OBJECTIVE: To evaluate and upgrade the “Library Policy and Procedures” manuals annually.

OBJECTIVE: To upgrade and maintain automation system annually.

Signatures are on file on the original document and kept at the library for your inspection.

**Approved by the Green County Public Library Board of Trustees**

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Date

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President, Randy Colvin

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Date

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Vice-President, J.D. Pruitt

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Date

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Secretary, Zachary Leftwich

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Date

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Treasurer, Shelia Stearman

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Date

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Member, Brenda Hall