

SERVICES RESPONSES

STRATEGIC PLAN

2011-2014

Library Vision Statement:

Glendale Public Library-The vital link to our rapidly changing world.

Library Mission Statement:

To empower our community by providing free and equitable access to information, technology, cultural, educational and life enhancing materials and services.

Critical Resources:

Staff that are knowledgeable in maintaining computer hardware, software and the network

Staff that are knowledgeable about maintaining the library's online presence

Staff that are knowledgeable about assisting the public with technology

Sufficient funding for electronic databases and downloadable material

User-friendly Library online catalog

Up-to date Library website

Time and Print Management Software and Equipment

Sufficient bandwidth to manage Internet traffic

Sufficient hardware and software

Knowledgeable and adequate staff versed in early childhood development and literacy skills

Adequate library budget

Adequate library staff

Current and relevant library collection

Service Response 1

Technology-Connect to the Online World

Goal:

Implement technology strategies that increase efficiency, service and responsiveness to the community so that library users will have access to digital resources and information through a reliable up-to-date technical infrastructure.

Objectives/Activities:

1. Maintain a robust and reliable system for delivering information resource and library system services.
2. Support the library's infrastructure by implementing and continuing to update the library's technology plan, identifying budget implications and investigating funding opportunities to supplement advances in technology (ongoing).
3. Improve our library's online presence to better position the library as a local information provider (ongoing).
4. Provide and monitor continuing access to online subscription resources.
5. Replace circulation processes with current technology that will enhance staff productivity and customer service.
6. Replace aging integrated library system.
7. Continuously survey the evolving technology landscape for appropriate applications and prudently pilot new technologies.

Measurements:

1. One to two grant opportunities are investigated each fiscal year that will assist us with implementation of goals in our current technology plan.
2. 80% of library users will indicate knowledge of library's web presence when annually surveyed.
3. Investigate and replace the current integrated library system before end of life when funding becomes available.
4. Investigate E-readers and other devices to enhance public services.
5. Submit grant opportunity for RFID technology Spring 2011 for Velma Teague Library and phase-in RFID technology at other 2 libraries.
6. Investigate funding sources and implement RFID if feasible by 2012-2013.
7. Library users will be surveyed annually to determine community technology interests, needs and trends.
8. Streamline the library's network by purchasing a more robust server to replace four aging servers in order to provide uninterrupted services to the community.

9. Purchase 3 rack mounted UPSs to add an additional layer of protection in order to reduce power supply issues July 2011.
10. Purchase and implement Ghost software in July 2011 in order to deploy hardware-independent computer images to accelerate imaging and deployment needs.

Service Response 2

Create Young Readers/Emergent Literacy

Goal:

Children will have programs and services designed to develop a love of libraries, books, reading, writing and learning to ensure school readiness and success.

Objective/Activities:

1. Provide current print and non-print collections focused on building early literacy skills in youth. (ie board books, readers, Tumblebooks, etc.)
2. Provide educational and entertaining programs for various age groups.
3. Provide attractive early learning interactive environments.
4. Youth staff will institute early literacy initiatives to reach children under five in order to provide a foundation for language and literacy.
5. Provide instruction to enhance parental skill and interaction with their children's reading development.
6. Youth staff will be trained in early literacy skills and basic knowledge of childhood development.
7. Teen staff will develop and promote services and materials geared toward tween/teenaged children (12-18yrs) to transition reading development from youth to teen to adulthood.

Measurements:

1. At least 40% of the Library's materials budget will be devoted to purchasing materials to meet the needs of young readers from birth to 18.
2. A minimum of five educational/entertainment programs per month will be provided to stimulate young imaginations.
3. By December 2011, all Glendale Library branches will have early literacy centers as part of their Youth Departments.
4. A minimum of five programs per month per branch will be devoted exclusively to improving early literacy skills.
5. A minimum of 5 hour-long programs per year on early literacy will be provided for parents/caregivers, including at least one in Spanish.
 - A) Include early literacy tips for parents in all baby times, toddler times and story times.
 - B) Where appropriate in reference interactions, provide guidance for parents on appropriate board books, readers, chapter books, and Tumblebooks.
 - C) Per training from New Directions Institute, incorporate parent-child play with information on S.T.E.P.S. into a minimum of 2 story times per week.
6. All current Youth Services staff will complete early literacy training from New Directions Institute or equivalent training by July, 2011.

7. Any new staff Youth Services staff will be required to go through early literacy training within the first year of joining the department.
8. A minimum of two programs per month will be provided to promote tween/teen library participation and reading development.

Service Response 3

Stimulate imagination through reading, viewing and listening for pleasure.

Goal:

Provide materials and programs which will promote life-enhancing activities and encourage intellectual pursuits and imagination.

Objective/Activities:

1. Promote our current print and non-print collections that appeal to the curiosity and learning interests of our community.
2. Provide and promote active and passive readers' advisory services to assist users in selection of materials of interest.
3. Survey reading interests of staff to determine areas of reading specialties (interest) in order to better assist library patrons with specific reading requests.
4. Staff will make selections and de-selections of materials based on community needs and trends.
5. Provide opportunities to meet and learn about authors.
6. Continue opportunities for readers of all ages to share their love of books and reading through book discussion, contests, and reading programs.
7. Ensure that staff understands that Readers' Advisory is an integral part of their job responsibilities, and provide opportunities to strengthen their skills.
8. The library will develop and market a variety of educational, cultural, recreational, and current topic programs.

Measurements:

1. Staff will produce a yearly minimum of twelve print and non-print bibliographies (i.e. Bookletters, ChiliFresh, Match.book, etc.).
2. Staff will have access to attend staff monthly Brown Bag Readers' Advisory luncheons.
3. A variety of monthly book discussion groups will be held for various ages and interests.
4. Survey of staff reading interests will be conducted and shared with library system by December 31, 2011.
5. 80% of library users will indicate satisfaction with library collection when surveyed annually.
6. A minimum of six Meet the Author opportunities will be provided annually for our community.
7. At least 12 programs on a variety of topics will be held annually that meet the educational, cultural, recreational, and current needs of our public.

Service Response 4

Promote Library Services Through Outreach and Marketing

Goal:

Create and develop a public image of the library as a vital, dynamic, customer friendly and essential source of information, life-long learning, cultural enrichment and civic involvement.

Objective/Activities:

1. Investigate making our library webpage more compatible with current mobile devices and emerging technologies.
2. E-book technology training will be provided to staff in order for them to assist patrons and promote our E-book service.
3. Continue advocacy efforts to inform our community and political bodies of the vital role of libraries.
4. Utilize social media and other emerging technologies.
5. Strengthen existing partnerships and develop new collaborations with schools, businesses, community agencies/ organizations and individuals in order to maximize service to our community.

Measurements:

1. Library Webpage will become compatible with a variety of mobile devices by fiscal year 2012-2013.
2. Number of library card holders will increase 5% yearly.
3. All staff will be trained in current E-book technology by the beginning of fiscal year 2012-2013.
4. Library representatives will participate in 15 civic, school and community forums in Glendale and elsewhere in the valley.
5. The library will collaborate with ten community organizations/agencies annually, including one new organization/agency.
6. Continue using Twitter, Facebook, FourSquare, Book Obsession Blog to promote reading and library services.
7. Investigate Augmented Reality to promote Library, Arts Xeriscape Garden and potentially Sahuaro Ranch Park by the end of 2012.

Service Response 5

Information Fluency: How to find, evaluate and use information

Goal:

Residents will know when they need information to resolve an issue or answer a question and will have the skills or assistance to search for, locate, evaluation and effectively use information to meet their needs.

Objective/Activities:

1. Provide diverse programs that appeal to the curiosity and learning interests of the public.
2. Provide access to current events and topics.
3. Staff will provide learning opportunities through various programs, online tutorials and research tool and technologies.
4. Develop library's online presence as a 24/7 virtual library.

Measurements:

1. The library will provide a minimum of five diverse programs monthly.
2. On a yearly survey, 80% of respondents will give programs a satisfactory or higher rating.
3. Displays will change monthly or in response to current events in order to provide timely relevant materials of interest.
4. Weekly update the library's online presence with news, events and programs.
5. 80% of yearly surveyed users will respond that they find what they are looking for when using updated library website.
6. 80% of yearly surveyed users will respond that they found what they were seeking upon their visit to the library.

Service Response 6

Resource development: To ensure financial stability and efficient use of current facilities while planning for the future.

Goal:

Complete capital improvement projects; safeguard library funding, and research alternative funding strategies to provide resources beyond the City's general fund.

Objective/Activities:

1. Identify and prioritize capital improvement projects.
2. Investigate and research restoring library hours and/or staggering hours differently based on community need.
3. Continue to evaluate the needs of the western portion of the City in order to provide library service.
4. Advocate for the protection and improvement of library funding.
5. Investigate and establish potential mechanisms to obtain alternative funding sources.

Measurements:

1. Evaluate Capital Improvement Projects on a yearly basis and advocate for the projects during the yearly budget cycles.
2. Monitor funding and staffing capacities to restore, increase, or staggering hours differently per location on a yearly basis.
3. Evaluate and make recommendations as to the feasibility of an Express Library.
4. Monitor funding and staffing capacities to restore, increase, or staggering hours differently per location on a yearly basis.
5. Send staff to workshops regarding library planning, when appropriate.
6. Apply for one to two grant opportunities per fiscal year.
7. Partner with at least one other city department to research obtaining 501C3 status.
8. Develop funding brochure with other City Departments such as Parks and Recreation Department by 2012/2013 to distribute to citizens and potential donors.