

Strategic Plan

Year 1: 2016 - 2017



learn
connect
inspire





Mission

The library where imagination & transformation flourish, fueled by the power of community.

Vision

We work together to ensure all district residents are proud members of the Gail Borden Public Library. The Library strives to be...

-> Relevant, responsive and highly visible to our community.
-> A great equalizer transforming the lives of people in our diverse community by creating opportunity and hope.
-> A creative yet pragmatic innovator as it enhances services to our community.
-> A highly desirable and effective partner that joins with other organizations to enrich the lives of the people in our community.
-> An exemplary library to watch in the national arena, drawing attention to our community and our profession.
-> A supportive work environment where innovative, progressive ideas and talents are encouraged to better serve our community.

Values

The Gail Borden Public Library strives to deliver extraordinary service with a friendly, dedicated, innovative and professional staff in a welcoming environment that celebrates our public spaces as well as our engagement with the community.

-> All library staff members are expected to treat all people with courtesy, patience, kindness and fairness. The delivery of services, both internally and externally, are to be handled in a respectful, effective, expedient manner.
-> Through collaborative, creative and proactive team efforts, the library staff serves community needs and interests by being approachable and visible while actively listening to new ideas.
-> The library places a high priority on maintaining clean, safe and secure facilities where people can enjoy the library's many services.

Approach

-> Data-driven
-> Customer-focused
-> Responsive to community issues top down (district-wide) and bottom up (local neighborhoods)

Community Needs



Strategic Priorities



Goals



Objectives



Activities

Super Groups

-> Families with Children: 125,000 people
-> Professionals: 10,000 people
-> Seniors: 12,600 people

Content

Community Engagement

- > The outward facing side of the Library that delivers services



21st Century Literacies & Skills



Community Table



Enrich & Inspire



Social Media

Organizational Development

- > The development of the Library as an organization to deliver public services



Robust & Responsive Services



Technology



Leadership Development



Internal Communications



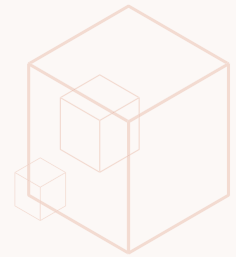
Facilities

21st Century Literacies & Skills



Building 21st century literacies and skills based on IMLS standards.

Families with children ages birth through third grade will be provided with a learning environment that addresses the important social, emotional, and cognitive aspects of learning.

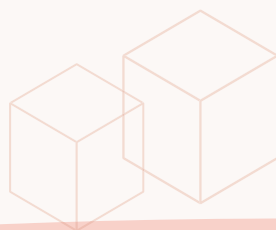


Students in ages fourth through eighth grade will have access to materials, programs, and services that encourage them to become knowledge navigators.



Students in ninth through twelfth grade will have the opportunity to become content creators and develop digital literacy skills.

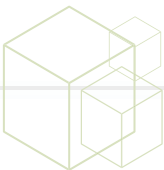
Adult learners will have the opportunity to obtain 21st century literacies and skills which include: learning, innovation, information, media, technology, life, and career skills.




Community Table




Forging partnerships to foster a thriving and connected community.



Residents will be connected with opportunities to contribute their talents, experiences, and energies to be engaged members of society.



Residents will be connected with community resources to promote physical, intellectual, and emotional wellbeing.



Residents will be connected to opportunities to develop civic, social, cultural, and global awareness through robust partnerships.



Engaging community through educational, recreational, and cultural activities and collections in many forms.

Families with children will engage in quality experiences and environments to enrich and foster educational, recreational, and interest-driven growth.



Professionals, singles, and couples will be engaged with technologies, services, and programs relevant to personal and professional growth.



Seniors will engage with resources and programs to enrich their lives.





Attracting residents via social media platforms to create a community that looks to the library for information.



Establish a cohesive social media presence.

Establish meaningful impact analytics.



Identify methods to engage with underrepresented members through social media.




Increase the impact of social media.

Robust & Responsive Services




Creating an innovative service culture.




New and existing services will be prioritized and evaluated in the context of a fast-changing environment.

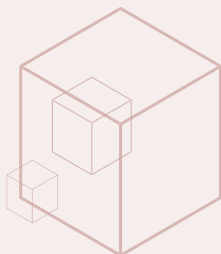
Poised to take advantage of opportunities and rapidly respond to community events.



A future-casting organization that identifies and plans for larger internal, community, and societal trends.



Attract, train, deploy, and retain volunteers to the greatest extent possible.

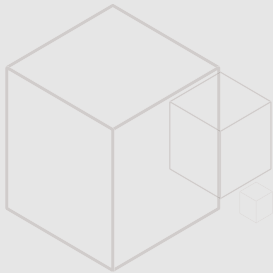




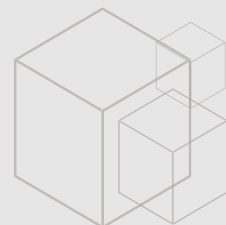
Determining hardware, software, and training staff need to excel.



Implement hardware and software
in a coordinated fashion.



Deploy effective training and
support for staff.



Leadership Development



Establishing staff skill development to lead from any level.



Formalize a culture of professional growth opportunities in order to build skilled leaders and managers.



Establish a project management culture.



Internal Communication



Developing tools, skills, and practices to encourage sharing.



Promote, increase, and improve staff efficiency, cross-library knowledge, and staff collaboration.

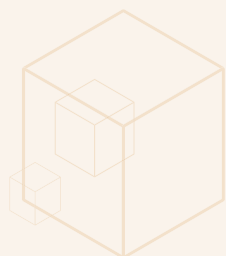


Facilities



Maintaining high standards to ensure a clean, safe environment, and effective use of space.

Physical assets (property, plant, equipment) are appropriately supported with emphasis on energy conservation strategies to ultimately reduce energy costs.



Ensure that staff and customers are safe while working in or visiting GBPL.

Space is optimized to respond to evolving customer and building needs.



Strategic Planning Teams

Community Engagement

> The outward facing side of the Library that delivers services



21st Century Literacies & Skills

Project manager: Jennifer Bueche

Team members: Ana Devine, Monica Dombrowski, Joan Hull, Melissa Lane, Stacy Michel, Billie Moffett, Tina Viglucci, KidSpace staff



Community Engagement

Project manager: Miriam Lytle

Team members: Eva Arciuch, Tina Birkholz, Liz Clemmons, Monica Dombrowski, Erin Donlan, Nancy Haggard, Joan Hull, Stacy Michel, Billie Moffett, Robert Moffett, Denise Raleigh, Tina Viglucci, Tish Calhamer



Enrich & Inspire

Project manager: Robert Moffett

Team members: Ana Devine, Ben Bahl, Melissa Bernasek, Jennifer Bueche, Liz Clemmons, Monica Dombrowski, Joan Hull, Melissa Lane, Tina Viglucci



Social Media

Project manager: Denise Raleigh

Team members: Catherine Blair, Angela Bouque, Tish Calhamer, Ana Devine, Monica Dombrowski, Natalie Kiburg, Billie Moffett, Betsy O'Connell, SWAT Team (Kristina Johnston, Tracy Hanson, Amanda Gardner, Stephanie Raya)

Organizational Development

> The development of the Library as an organization to deliver public services



Robust & Responsive Services

Project manager: Melissa Bernasek

Team members: Eva Arciuch, Ben Bahl, Jennifer Bueche, Laura Clark, Liz Clemmons, Monica Dombrowski, Susan Lytinen, Billie Moffett, Robert Moffett, Margaret Peebles, Joyce Schifferer, Nancy Haggard, Joan Hull



Technology

Project manager: Sara Sabo

Team members: Angela Bouque, Laura Clark, Dave Considine, Ana Devine, Monica Dombrowski, Brian Hoeg, Sara Johnson, Miriam Lytle, Robert Moffett, Betsy O'Connell, Margaret Peebles, Denise Raleigh, Joyce Schifferer, (Technology Committee)



Leadership Development

Project manager: Margaret Peebles

Team members: Eva Arciuch, Melissa Bernasek, Jennifer Bueche, Laura Clark, Monica Dombrowski, Robert Moffett, Sara Sabo, Joyce Schifferer



Internal Communications

Project manager: Susan Lytinen

Team members: Melissa Bernasek, Laura Clark, Liz Clemmons, Dave Considine, Ana Devine, Monica Dombrowski, Robert Moffett, Betsy O'Connell, Margaret Peebles, Sara Sabo, Joyce Schifferer



Facilities

Project manager: Dave Considine

Team members: Monica Dombrowski, Terry Gordon, Brian Hoeg, John Johnson, Margaret Peebles, Sara Sabo

