



Strategic Plan

May 2013- April 2016

Jeanne Hamilton, Library Director

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MISSION STATEMENT

The Charleston Carnegie Public Library aspires to be the center of the Charleston community by connecting people through information, technology, education and experiences.

Strategic Focus 1: Service Excellence

Strategic Priorities:

- 1.1- Make the library easier for everyone to use
 - Assess the needs of the community regularly through informal surveys, patron feedback and community trends
 - Continue to evaluate the current organization of the library collection
 - Explore the option of accepting debit/credit card payments
- 1.2- Offer exceptional service through friendly, effective and efficient staff
 - Offer at least 10 staff meetings and/or training per year, including technology and customer service training
 - Encourage staff members to participate in webinars and workshops
 - Empower staff to make decisions and implement innovative solutions
 - Seek ways to use volunteers to support staff more effectively
 - Continue annual performance appraisals including individual goal setting
 - Add part time support staff members
 - Improve organizational knowledge by compiling policies into an overall policy handbook and procedure manual

Strategic Focus 2: Lifelong Learning and Enjoyment

Strategic Priorities:

- 2.1- Continue to offer programs for all ages
 - Encourage ideas and feedback from the community
 - Explore ways to increase teen attendance
 - Collaborate with schools to offer big programs
- 2.2- Explore strategies to offer technology instruction including online government forms, job seeking, basic computer skills, and use of new technology
 - Continue to develop the Connecting Generations project with EIU
 - Seek relevant grant opportunities

Strategic Focus 3: Access

Strategic Priorities:

- 3.1- Offer access to updated and working resources
 - Perform regular software updates to computers
 - Implement the technology equipment update plan
 - Assess the condition of physical assets on a regular basis
- 3.2- Stay abreast of current technology trends
 - Explore opportunities to participate in downloadable resource consortiums
 - Investigate the use of eMagazines in other libraries
- 3.3- Explore the development of an outreach program
 - Investigate the possibility of a homebound delivery program with the Friends of the Library and service organizations like Rotary
 - Collaborate with the Lifespan Center and retirement homes to offer “offsite” programs
- 3.4- Increase awareness of library services
 - Develop and enhance library instructional and informational brochures
 - Include new features and access that SHARE provides
 - Include available downloadable resources
 - Maximize current library promotional outlets and explore additional promotional methods

Strategic Focus 4: Stewardship

Strategic Priorities:

- 4.1. Increase fundraising efforts
 - Continue the annual campaign letter
 - Hold a fundraising event
 - Continue to work with the Friends of the Library for both funding requests and book sales
 - Seek grant opportunities
- 4.2. Continue to watch financial needs and trends
 - Include plans for equipment replacement in budgeting
 - Monitor increasing wage and healthcare costs
 - Strive to make fiscally conservative decisions

Appendix A- SWOT Analysis

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| Strengths <ul style="list-style-type: none">• Low staff turnover• Inviting meeting space• Supportive Friends of the Library• Offering programs for all ages• Increased demand for library services• Member of SHARE• Downloadable books | Weaknesses <ul style="list-style-type: none">• Low teen program attendance• Small staff team• Aging equipment• Lack of computer classes• Not accepting debit/credit cards |
| Opportunities <ul style="list-style-type: none">• Fundraising Event• Grants• Working with school librarians• Outreach programs• Volunteers• New eBook and database offerings through SHARE | Threats <ul style="list-style-type: none">• Increasing wage and healthcare costs• More government forms, such as taxes, moving online – hard to support user needs• Rapidly changing technology |