

# STRATEGIC PLAN

2016 – 2018

I N F O R M

E N G A G E

I N S P I R E



# MAKING A PLAN

The Clermont County Public Library crafts a strategic plan every three years. The purpose of a strategic plan is to establish a vision and supporting goals to guide the library, its staff and the services and materials we provide in order to best meet the needs of our patrons.

The library's strategic planning process began in May 2014 with a committee of talented staff and Library Board representation, many of whom have been involved in previous strategic planning work. The committee's first goal was to gather information and analyze other libraries' strategic plans. The committee looked at a selection of strategic plans from libraries that had been ranked by *Library Journal's* Star Library rating system as top libraries in the country. We wanted to know what those libraries were doing and why they were so successful at making a positive impact in their communities. Consistent themes of the strategic plans reviewed included awareness, services and access.

The next step for the committee was to analyze the current strategic plan – what were the successes that we wanted to emulate in the next strategic plan? The committee broke into work groups to assess concepts identified in the information gathering phase. The groups targeted programming, collections, marketing, services and stewardship.

The Library hosted five focus groups where a variety of questions were asked about library usage and experiences, likes and dislikes, the ideal library and the future library. The entire Library staff was surveyed with a similar set of questions. Once fundamental themes were identified, the committee focused on how those themes fit within our Mission Statement and Core Values. The final step was to work on streamlining the plan around the three elements of the Mission Statement to inform, engage and inspire.

## CORE VALUES

### ACCESS

We strive to meet the needs and interests of our patrons by promoting and providing access to library resources and programs.

### SERVICE

We aim to anticipate individual needs and exceed expectations in delivering quality customer service.

### DIVERSITY

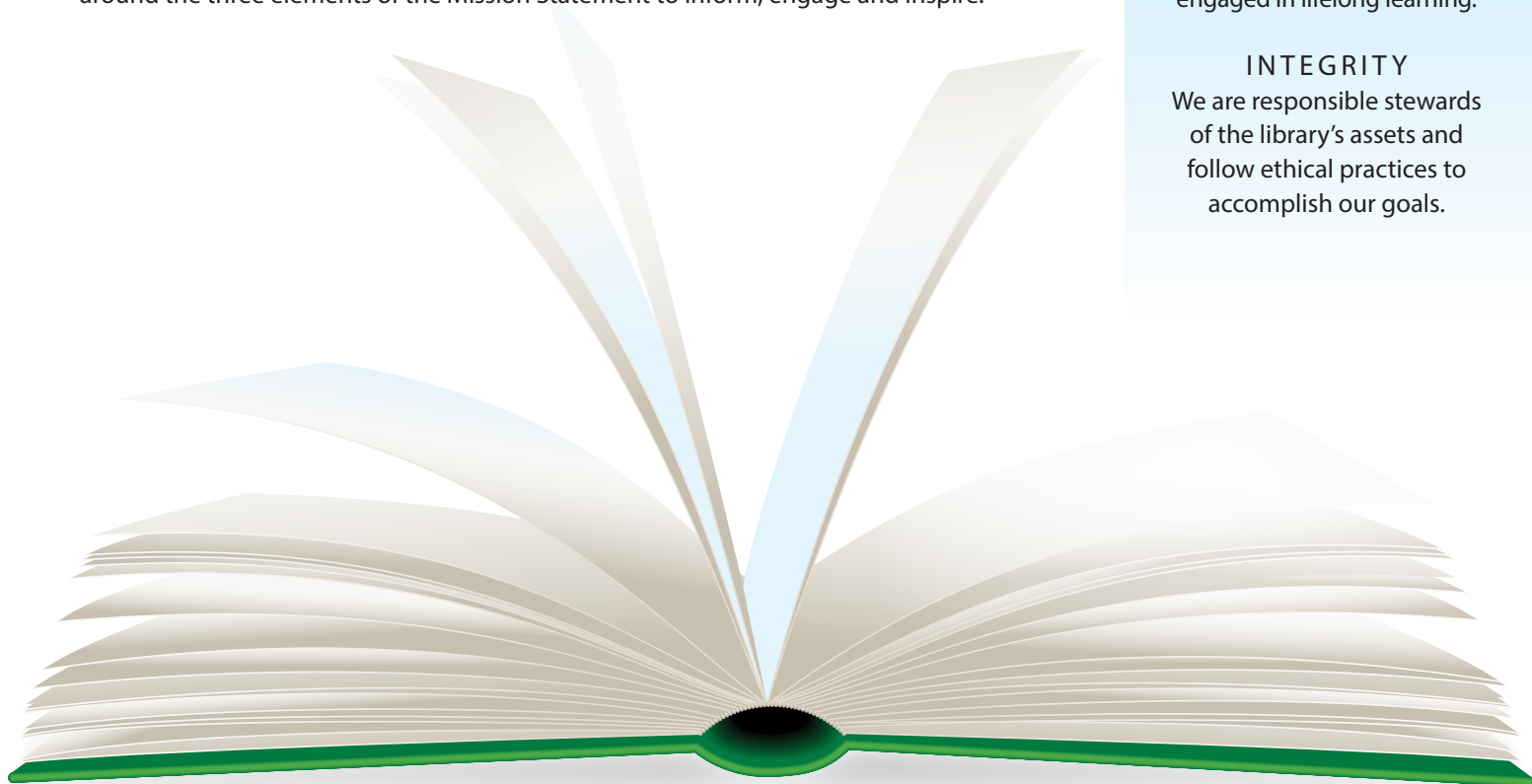
We respect the needs and points of view of individuals in our communities and are committed to diversity in our collections and programs.

### EDUCATION

We support the educational and literacy goals of our communities and individuals engaged in lifelong learning.

### INTEGRITY

We are responsible stewards of the library's assets and follow ethical practices to accomplish our goals.



# STRATEGIC PLAN

2016 – 2018

## GOAL 1:

The Clermont County Public Library will offer programming, collections and services that **INFORM** and support lifelong learning.

## GOAL 2:

The Clermont County Public Library will build advocacy and awareness by **ENGAGING** patrons and organizations throughout our communities.

## GOAL 3:

The Clermont County Public Library will **INSPIRE** library patrons to experience new things, to create and be entertained.

## MISSION

THE MISSION OF THE CLERMONT COUNTY PUBLIC LIBRARY IS TO FOSTER LIFELONG LEARNING BY PROVIDING RESOURCES THAT INFORM, PROGRAMS THAT ENGAGE AND IDEAS THAT INSPIRE.



# GOAL 1

The Clermont County Public Library will offer programming, collections and services that inform and support lifelong learning.



**OBJECTIVE 1:**

The library will actively support early literacy development.

**OBJECTIVE 2:**

The library will provide services and collections to students that support curriculum standards.

**OBJECTIVE 3:**

The library will offer adult programs and collections to facilitate lifelong learning.

**OBJECTIVE 4:**

Staff will maintain the necessary skills to assist users with technology and library collections, in particular, eLibrary resources.



## GOAL 2

The Clermont County Public Library will build advocacy and awareness by engaging patrons and organizations throughout our communities.



### OBJECTIVE 1:

The library will create a library services public relations campaign designed to reach both current patrons and those who are not currently library users.

### OBJECTIVE 2:

Staff will build support for the library in the community by connecting with community organizations.

### OBJECTIVE 3:

The library will offer inviting, modern, usable spaces.

### OBJECTIVE 4:

The library will examine current operating hours and determine if expansion is feasible.

### OBJECTIVE 5:

The library will increase its cardholder base and improve access to its collections.

### OBJECTIVE 6:

The library will uphold the highest customer service standards.



## GOAL 3

The Clermont County Public Library will inspire library patrons to experience new things, create and be entertained.



### OBJECTIVE 1:

The library will offer programs that encourage creativity and provide exposure to a wide range of topics of interest to our communities.

### OBJECTIVE 2:

The library will offer opportunities for patrons to experience author visits, concerts, science and technology programs, and arts events not readily available in all of our communities.

### OBJECTIVE 3:

The library will pursue grants annually to support programs or technologies that aren't currently funded.

### OBJECTIVE 4:

The new Miami Township branch will be designed to inspire creativity.



# MOVING FORWARD

The 2016-2018 Strategic Plan is centered on our mission to inform, engage and inspire by focusing on lifelong learning; building advocacy and awareness; and encouraging creativity and enjoyment. None of these activities are possible without the library's infrastructure. Our staff, our information systems and our facilities are at the core of our ability to inform, engage and inspire. In addition to the goals outlined in the Strategic Plan, library administration is evaluating the library's infrastructure with a view not only to the coming three years, but also to the long-term future. We want to ensure that in the years to come, the library remains an important resource for the citizens of Clermont County, with staff, information systems and facilities aligned to meet your future needs in a fiscally-responsible manner.

## STAFFING:

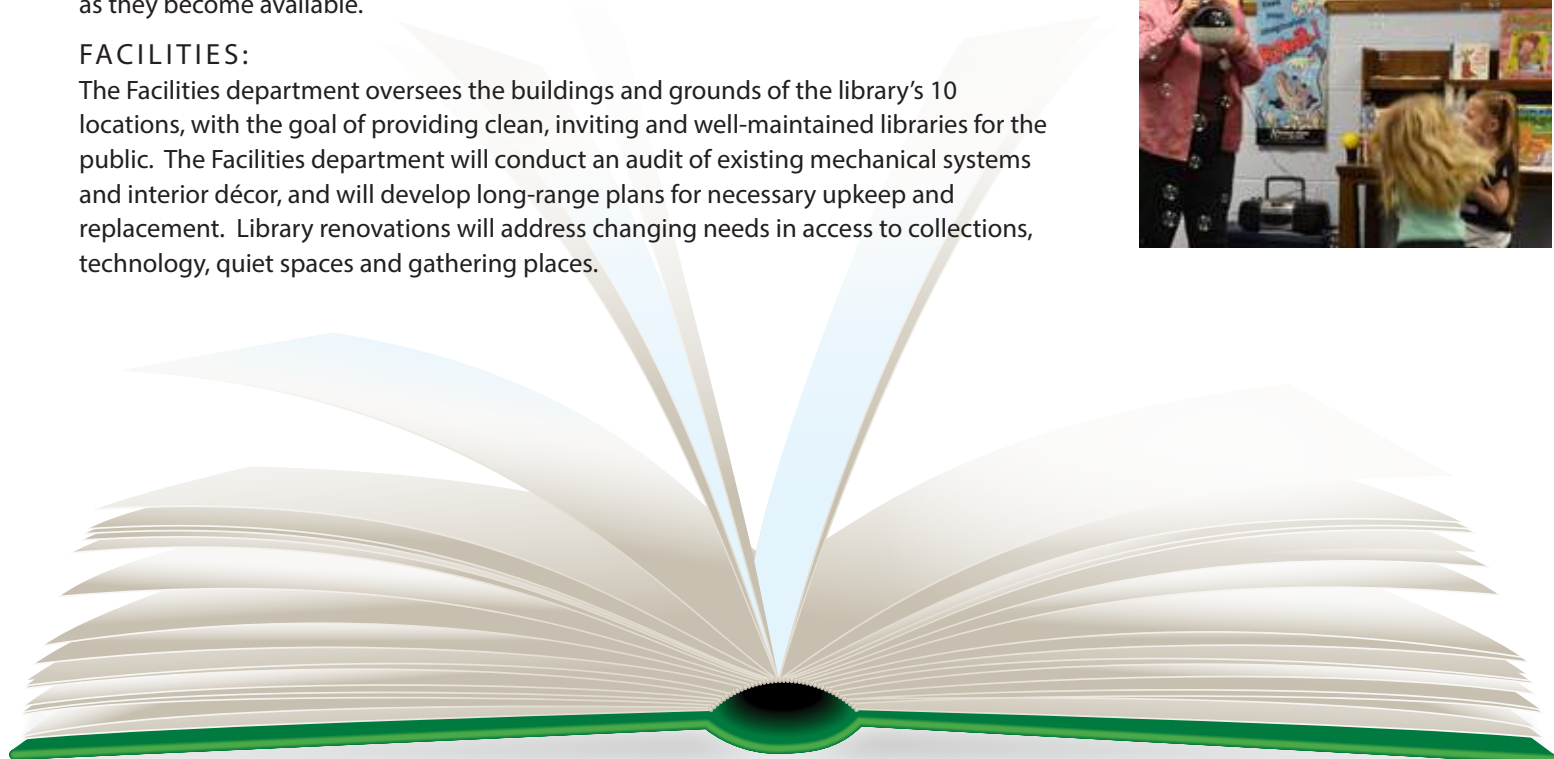
All services offered by the library are dependent upon excellent, customer service-oriented employees. The number-one piece of feedback that we receive from the public is that you would like us to have longer operating hours, as we did in pre-recession days. Library administration takes this request seriously. We also recognize that the nature of library work is changing in this digital age. We will study the structure of our workforce in light of these factors, and make changes to best suit the needs of our patrons.

## INFORMATION SYSTEMS:

Computer technology, for both patrons and staff, is essential to daily library operations: from circulating materials; to accessing collections; to being the primary provider of free computer resources in the community. The Information Services department will monitor technology trends and best practices for secure data storage and retrieval. The department will implement technology upgrades and introduce new services as they become available.

## FACILITIES:

The Facilities department oversees the buildings and grounds of the library's 10 locations, with the goal of providing clean, inviting and well-maintained libraries for the public. The Facilities department will conduct an audit of existing mechanical systems and interior décor, and will develop long-range plans for necessary upkeep and replacement. Library renovations will address changing needs in access to collections, technology, quiet spaces and gathering places.



# STRATEGIC DIRECTION

## 2016 LIBRARY BOARD OF TRUSTEES

The Board of Trustees, appointed by the County Commissioners and the Judges of the Court of Common Pleas, governs the Library.

Written correspondence to the Board can be mailed to:  
326 Broadway St., Batavia, OH 45103

**Joseph Braun**, *President*

**Judith Kocica**, *Vice President*

**Marion Crowell**, *Secretary*

**Anthony Cardinal**

**Robert Pautke**

**Patricia Pryor**

**M.E. Steele-Pierce, PhD**

**Christine Wick**, *Director*

**Leslie Jacobs**, *Assistant Director*

**Maura Gray**, *Fiscal Officer*

## LOCATIONS

**Administrative Office:** 326 Broadway St., Batavia, OH 45103 • 732-2736

**Amelia Branch:** 58 Maple St., Amelia, OH 45102 • 752-5580

**Batavia Branch - Doris Wood:** 180 S. Third St., Batavia, OH 45103 • 732-2128

**Bethel Branch:** 611 W. Plane St., Bethel, OH 45106 • 734-2619

**Felicity Branch:** 209 Prather Road, Felicity, OH 45120 • 876-4134

**Goshen Branch:** 6678 Ohio 132, Goshen, OH 45122 • 722-1221

**Milford - Miami Township Branch:** 1099 Ohio 131, Milford, OH 45150 • 248-0700

**New Richmond Branch - Harold F. Flannery:** 103 River Valley Blvd., New Richmond, OH 45157 • 553-0570

**Owensville Branch:** 2548 U.S. 50, Owensville, OH 45160 • 732-6084

**Union Township Branch:** 4450 Glen Este-Withamsville Road, Cincinnati, OH 45245 • 528-1744

**Williamsburg Branch - Marion G. Crowell:** 594 Main St., Williamsburg, OH 45176 • 724-1070

## STRATEGIC PLAN COMMITTEE MEMBERS

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