

Paola Free Library

Strategic Plan 2019-2021

Mission Statement

Paola Free Library is committed to providing free access to information, materials, and services in order to stimulate ideas, advance knowledge, and enhance the quality of life.

Our Vision

The citizens of urban and rural Paola, Kansas will regard the Paola Free Library as a highly valued community resource that affects their lives in a positive way.

Strategic Priorities

Five strategic priorities guide the Paola Free Library ("Library") in our efforts to fulfill our mission in the community. Each initiative includes a series of goals and objectives.

Strategic Priority: Literacy

Community members will achieve a love of lifelong reading.

Goal: Develop eager young readers.

1. Implement *1,000 Books Before Kindergarten* and inject this program into story times.
2. Consistently provide varied programming that meets family needs.
3. Provide programming that strengthens caregivers' ability to support their young readers.

Goal: School-age youth will be avid readers and consumers of information.

1. Provide entertaining programming that encourages further self-exploration.
2. Engage school librarians in partnerships that (a) promote the Library's resources and programs, (b) support learning in the classroom, and (c) expand students' research skills.
3. Mentor a vibrant Teen Advisory Board.

Goal: Adults will view the library as a trusted source for resources that enrich their enjoyment of reading.

1. Introduce patrons to State Library resources centered on literacy, including foreign languages.
2. Promote the use of online readers' advisory resources such as NoveList.

Strategic Priority: Marketing and Communication

Community members will be well-informed.

Goal: Community members will enjoy a widespread awareness of Library activities.

1. Hire a consultant to assist the Library in developing a consistent brand and marketing plan with viable tools for communicating with the community. (e.g. wayfinding/signage in the library, use of social media, etc.)
2. Strategically implement consultant recommendations to heighten community awareness of library services and programming.
3. Create a toolkit of materials to promote the library at community events. (e.g. *branded tent, banner, table skirt*)

Goal: Library will be the “community connector.”

1. Engage civic, social service, non-profit and other community organizations from the community and educate them on library services and programs.
2. Identify and pursue partnership opportunities for programming with these organizations.
3. Develop an online directory of community resources – including a printer-friendly version – and promote with community partners.

Strategic Priority: Programming & Outreach

The Library will increase and diversify its programming to reach a cross-section of the community.

Goal: Increase patron access to materials beyond the library building.

1. Assess need for services to special populations. (e.g. *homebound, nursing homes, homeschool families, etc.*) Implement solutions accordingly.
2. Bring “Pop-up Libraries” to library-sponsored and other community events.

Goal: Children and Young Adults will be active learners.

1. Grow the summer reading program to reach more youth and address “summer slide.”
2. Implement use of in-library and circulating “maker kits” to stimulate patron creativity and exploration.
3. Collaborate with school librarians and district leadership to identify youth needs inside and outside the classroom. (e.g. *tutoring, instructional YouTube videos*)
4. Engage the Teen Advisory Board in developing after school programs for students.

Goal: Adult programming will enrich and empower patrons to pursue their personal and career/job goals.

1. Promote community among patrons through access to Library’s social space and activities.
2. Support healthy lifestyles through programming aimed at health, finances, prescription awareness, job searching, job skills, etc.
3. Provide educational and entertaining programming that fosters social networking and community building.

Strategic Priority: Collections and Technology

Community members will have timely access to an array of innovative and diverse resources.

Goal: Introduce more patrons to convenient electronic resources.

1. Increase number of patrons possessing a Kansas State Library card.
2. Market and provide instruction on the use of electronic resources available through the State Library and NEXT. Highlight the educational and job-readiness elements of these resources.

Goal: Position the library as a technology innovator.

1. Monitor technology trends and introduce patrons to the latest applications and resources through passive training materials and in-library training.
2. Implement a circulating collection of Mi-Fi devices to facilitate community access to the Internet.
3. Revise Library's technology plan. Explore addition of gaming-caliber computers.

Goal: Library collections will support patron inquiry into programming topics.

1. Review program offerings and ensure collections include sufficient materials reflective of topics.
2. Identify and promote those core materials that further patron exploration of program topics.

Strategic Priority: People

Training and other professional development opportunities will prepare Library staff, board, and volunteers to be community and patron champions.

Goal: The Library will be a model for progressive training and professional development.

1. Library staff will complete at least three (3) continuing education opportunities each year, this includes staff in-service days.
2. Incoming library board members will receive a formal library and board orientation and participate in Northeast Kansas Library System (NEKLS) training opportunities.

Goal: Refine the volunteer program.

1. Develop "job descriptions" for volunteer positions.
2. Library volunteers will complete training on library services, policies and customer service practices.