



Lake Park Public Library Long Range Plan
Fiscal Years 2021 Through 2024

PURPOSE OF THE STRATEGIC PLAN

The purpose of the three-year strategic plan is to provide a guide to meet the needs of our diverse community. This will be guided by our Mission and Vision statements.

MISSION

To promote knowledge and preservation of information; make available materials that aid in the pursuit of education, information, research and recreation; and provide the community with skilled guidance in navigating all information to fulfill knowledge needs.

VISION

To cultivate and foster in the community an enthusiasm for knowledge and an atmosphere that promotes lifelong learning.

GUIDING PRINCIPLES

The Lake Park Public Library will:

- ✓ Maintain accountability to the community we serve
- ✓ Promote partnerships and collaborations among community entities
- ✓ Protect the intellectual freedom of our users, and improve their access to information
- ✓ Provide a welcoming and respectful environment in which all users enjoy library services
- ✓ Recognize the diverse needs and interests within our community
- ✓ Respond to the community's service needs with creative, effective solutions
- ✓ Support the cultural and artistic endeavors of community residents
- ✓ Strive for innovation, anticipate changes in technology and integrate new developments in the library

The above Guiding Principles, in conjunction with our Mission and Vision, are the basis on which the following goals and objectives for the next three years have been formulated.

LIBRARY GOALS

GOAL ONE: Provide consistent positive service to all library users and to meet their needs.

GOAL TWO: Provide library users with access to current and emerging technology and provide education for them on how to use the technology.

GOAL THREE: Reach out to the community to inform community members of what the library has to offer, as well as serve as resource to direct community members to other sources that will benefit them.

GOAL FOUR: The library will explore the availability of library-related grants and develop fundraising opportunities to extend library operations and provide library users with an accessible, secure and comfortable facility

STRATEGIC OBJECTIVES

GOAL ONE: Provide consistent, positive service to all library users and to meet their needs

Objective 1: Library users will receive consistent and positive customer service.

Task: Survey library users as to their needs from the library.

Task: Develop standards of customer service.

Task: Respond to the surveys from library users with continued improvements.

Objective 2: Library users will receive services designed and developed based on their needs.

Task: Conduct annual evaluations of the services offered by the library

Task: Add initiatives to the library budget that include an evaluation of services with input from stakeholders. (Budget initiatives are decided by the Town Manager and the Town Commission every fiscal year.)

Objective 3: Library users will be able to easily locate materials and services within the building.

Task: Make online public access catalogs easily available to users in the building.

Task: Increase signage and reconfigure materials locations to be easily findable and accessible.

Objective 4: Library users will easily be able to use online library resources including both materials and programs.

Task: Increase online materials available through the library services.

Task: Increase amount of virtual programming available to library users.

Objective 5: Library users will have access to both individual and group instruction for use of online resources provided by the library

Task: Offer group instruction at different age levels on library resources.

Task: Offer individual help as needed.

Objective 6: Support local schools, early childhood literacy groups, parents and related groups with virtual schooling.

Task: Offer virtual resources and education on the use of the resources to all library users in need.

Task: Offer reading programs to encourage reading at all age levels.

Task: Offer homework help for virtual learners.

Objective 7: Students and teachers at Lake Park Elementary School will have improved access to materials needed to support their curricula.

Task: Liaise with the school to make sure that the library knows the needs of the teachers and their curricula.

Objective 8: Library users will receive services and have access to materials that enhance their capacity to imagine and create.

Task: Library will offer programs that encourage participation in the visual and performing arts.

Objective 9: Library users will have access to hardware and software that assists in designing and creating.

Task: Obtain and maintain current technology for use by library users.

Task: Offer programs on how to use new technology.

Task: Create a “new technology petting zoo” to expose library users to new technologic devices.

Objective 10: Library users will have improved access to the works of local artists, writers, performers and crafts people.

Task: Have local artists exhibit in the library at least three times a year.

Tasks: Invite local writers and performers for programs at the library.

Objective 11: Library users will have access to services and materials that allow them to master life skills needed to be successful in the areas of their interests.

Task: Implement a collection development strategy that will emphasize meeting user demand and increasing access to electronic resources.

Task: Offer personal finance, money management and finances as well as other “adulting” courses.

Task: Offer classes in information assessment, where and how to find reliable information.

Objective 12: Families will be provided services and programs that engage all family members in a shared library experience.

Task: Produce monthly programs targeting families with young children.

Task: Participate in the Back 2 School Extravaganza offered by the Town of Lake Park.

Objective 13: Teens will have access to a wider array of services designed to meet their specific needs and interests.

Task: Hire a person to provide programming and outreach to local teenagers.

Objective 14: Library users will have access to library materials and programs that are representative of the Town's diversity.

Task: Evaluate collection to ensure inclusion of materials representative of the population.

Task: Acquire materials that are representative of the population.

Task: Provide programming representative of the population.

Objective 15: Encourage children to become enthusiastic library users.

Task: Evaluate collection to ensure inclusion of materials of a wide range of reading levels and interests to appeal to young readers.

Task: Devise programming of interest to children that is both entertaining and educational.

Task: Create a youth advisory board to assist in directing programming and materials selection.

GOAL TWO: Provide library users with access to current and emerging technology as well as provide education for them on how to use the technology.

Objective 1: Library users will have access to current information technology.

Task: Add computers and new technology to the library, such as intuitive based technology to help with ease of use for patrons.

Task: Have a "technology petting zoo" to expose users to new innovative technology.

Task: Market and teach library users to use current online library resources such as CloudLibrary and Overdrive.

Task: Investigate and evaluate other online library resources for purchase or subscription by the library.

Objective 2: All library staff members will attain a minimal level of technical proficiency.

Task: Have staff learn new technology skills through webinars and classes.

Objective 3: Early readers will be provided access to technologies designed to strengthen their ability to read.

Task: Promote the Children's Kiosk learning workstation (Krayon) as well as investigate newer technologies to add to the library.

GOAL THREE Reach out to the community, to inform community members of what the library has to offer as well as being a resource to direct community members to other sources that will benefit them.

Objective 1: New residents will receive informational material on the library and other Town services.

Task: Promote the library through outlets that target new residents.

Objective 2: Library users will have improved access to information about providers of local services.

Task: Provide programs showcasing local services.

Objective 3: Provide better access to Town historic resources.

Task: Work with the Lake Park Historical Society to provide online access to a digital depository of all historic Town materials from the Library's webpage.

Task: Library policies and annual reports will be accessible from the library webpage.

Objective 4: Senior citizens will be provided information and services designed to meet their special needs.

Task: Develop and promote the home delivery service.

Task: Continue curbside service.

Task: Develop and promote virtual programs and online platforms targeted for seniors.

Objective 5: The library will create partnerships with local nonprofit organizations and Town agencies in order to maximize their capabilities to serve the community.

Task: Network, promote, and cooperate with local nonprofit organizations.

Objective 6: The library will produce informative programs that encourage the use of Lake Park recreational services.

Task: Offer programming related to activities offered by the Recreation Department and the Lake Park Marina.

GOAL FOUR: The library will develop fund raising opportunities to extend library operations and provide library users with a safe, accessible, secure and comfortable facility.

Objective 1: The library will continue to promote and support the Friends of the Library.

Task: Promote continued fundraising by the Friends of the Library.

Task: Promote membership to the Friends of the Library.

Objective 2: Develop and promote alternative fundraising.

Task: Promote Dipjar, a service that allows an individual to donate \$5 by inserting their credit or debit card into the Dipjar device.

Task: Promote the Giving Tree, a program through which individuals or groups may donate money and, depending on the level of donation, an engraved leaf, acorn, bird, or stone will be added to the Giving Tree display. (Located near the lobby entrance.)

Objective 3: The library building will be remodeled, renovated, and expanded as needed to accommodate existing and anticipated services as capital expenditures and budget will allow.

Task: Analyze the community's current and projected library needs and the space required to provide these services.

Task: Prepare and submit a facilities planning proposal for partial or complete grant funding to the Lake Park Commissioners to fund a building improvement feasibility study.

Task: Work with grant writer to prepare and submit a Florida State Library and Archives construction grant application.

Objective 4: Refurnish and redecorate to make library a more comfortable and easier to sanitize space.

Task: Replace carpeting with sound deadening hard flooring.

Task: Replace shelving units with newer shelving that, preferably, will be movable.

Task: Replace furniture.