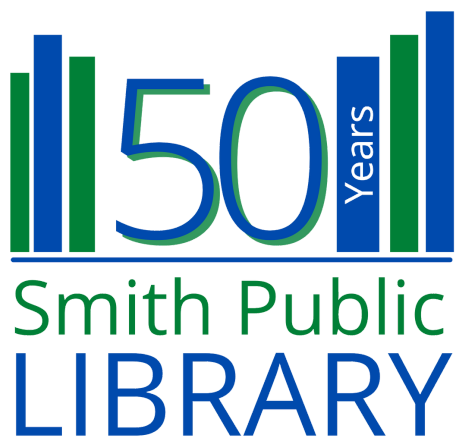


# Strategic Plan 2021-2024

RITA AND TRUETT  
SMITH PUBLIC LIBRARY  
INSPIRE INFORM INTERACT





## Statement from the Library Director

The Smith Public Library recently celebrated 50 years of service and we are excited to propose this plan as the next step for the future of the library. Our mission, Inspire Inform Interact, is the basis for everything we do. We have faced so many challenges due to the COVID-19 pandemic. It has changed the way we do things and some of those changes have made us better. We have learned that in times of great uncertainty, we can and will rise to the challenge. From implementing new services to keeping in touch with our community via social media, I am immensely proud of the work and dedication our staff showed throughout the past year. Looking forward, we hope to continue that level of dedication and service. Our ultimate goal is to keep building on the legacy left to us by Rita and Truett Smith and to create a space for the community to grow, learn and innovate.

**OFILIA BARRERA**

*Library Director*

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# Library Snapshot



INSPIRE INFORM INTERACT

"The opportunities and offerings at Smith Public Library are endless".  
-M. Munoz

## Fiscal Year 2020

By the Numbers



# 446,265

### Check Outs



## 66,518

Holds Processed



Since April 2020

## 67

Homebound Deliveries

## 3,424

People



Used our new Drive-Through Services

Including

## 50,561

Digital Items



## 4,844

Online Learning Sessions

## 629

People Enrolled in Online Classes

"...approachable, available, distinctive, exceptional, impactful, noteworthy, one of a kind, & outstanding. It has enhanced my life immeasurably..."

-B. Sullivan

## 22,950



## 502

Events  
In-Person  
& Virtual



## 166,878

Event Attendance

People Searched  
Online Resources



# Guiding Statements

## Library Mission Statement

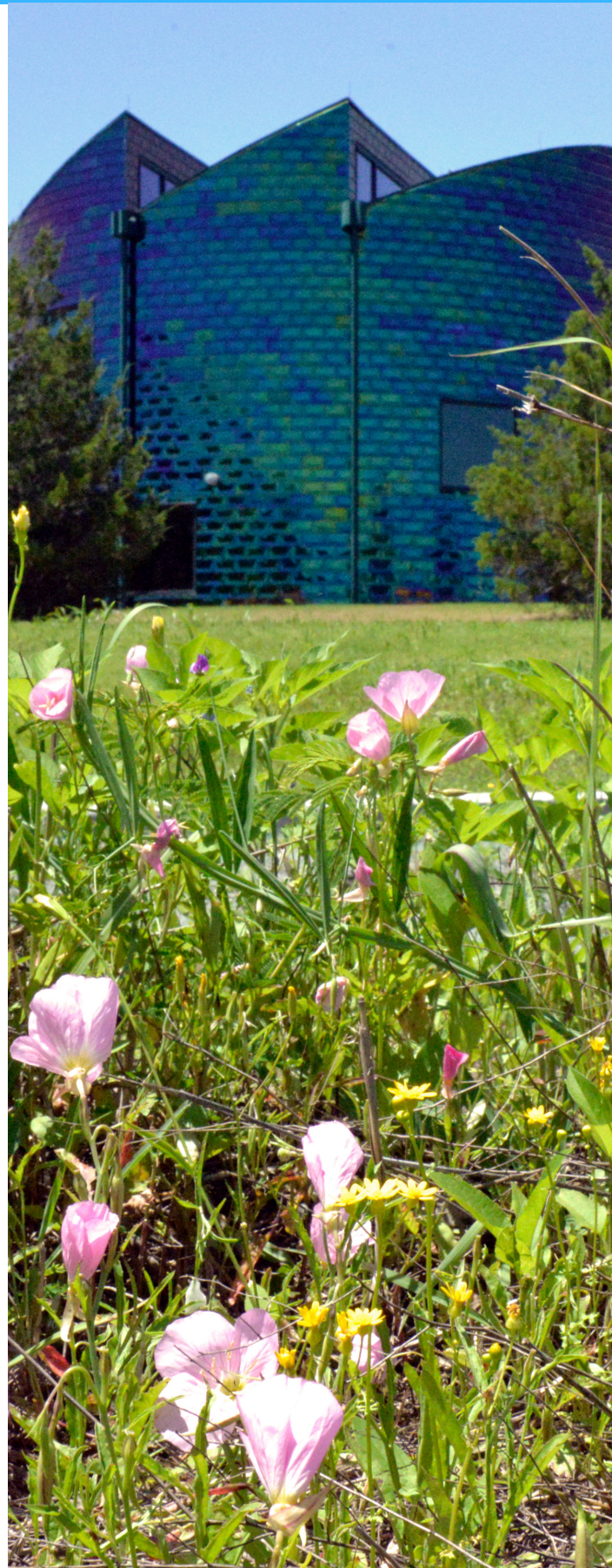
Inspire Inform Interact

## Library Vision Statement

The Smith Public Library endeavors to anticipate community needs resourcefully through innovative library services.

## Guiding Principles

1. Promote literacy and lifelong learning
2. Support intellectual freedom
3. Access for all by creating a welcoming community
4. Build strong partnerships
5. Adapt and innovate





# The Process

## Planning Process

The planning process has taken almost a full year. We surveyed patrons, non-users, staff and Library Board members to try and determine what is most important to them. All of our strategic plan objectives fall into six main categories: Customer Service, Facilities, Outreach, Programs, Staff Empowerment and Technology. We have used our Mission Statement to highlight our core services and to help organize each objective.

## Acknowledgements

The Smith Public Library would like to thank the staff, patrons and Library Board members for their guidance and feedback during this process. We would also like to acknowledge the City of Wylie leadership staff for supporting the library and all of its endeavors. And finally, we are eternally grateful to Rita and Truett Smith for leaving us with such an important legacy.

### PHOTO

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*The original library location at First State Bank in downtown Wylie.*



# Inspiring love of reading through collections, programs and welcoming spaces

Readers of all ages find inspiration at the Smith Public Library. Book displays and collections spark curiosity and innovation, and the library's fun and interactive programs create a catalyst for connection. The welcoming environment enhances the opportunity for discovery and for community collaboration.

## Core Services:

- Print, audio-visual, and electronic resources for all ages
- Summer reading and learning programs for all ages
- Book clubs and programs for all ages
- Inspiring displays that promote reading
- Welcoming and a variety of spaces where people of all ages may enjoy the Library
- Delivery service to residents who are unable to visit the library due to impairment

## Objectives:

### Customer Service

- Collect materials that represent a diverse community
- Expand STEAM kits to include specialized content targeting specific issues and interests

### Facilities

- Explore the possibility for more private study spaces
- Replace existing sorter
- Create more accessible spaces for all abilities

### Programs

- Provide opportunities for patrons to interact to spark inspiration

### Technology

- Adapt existing computer lab and business center into a more relevant space for patrons

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# Informing the community through staff, partners and technology

The Smith Public Library takes pride in distributing information for the purpose of knowledge and growth. Knowledgeable staff, partnerships and technology are the foundation for encouraging lifelong learning. The library is dedicated to having access to technology and information for all. We strive to create a meaningful learning environment for staff and users.

## Core Services:

- Staff expertly assisting the community in accessing information, resources, and library services
- A physical collection of over 119,000 items and over 50,000 digital items.
- Social media informing the community of library resources
- Partnerships with City departments, community organizations and cultural groups, offering resources and events
- Language learning opportunities, continuing education, and development of job skills through online databases
- Spanish, Vietnamese and French language collections to meet community needs
- Educational programming for all ages

## Objectives:

### Customer Service

- Find new ways to inform patrons of basic library services
- Make our website and social media more accessible

### Outreach

- Establish a monthly e-newsletter
- Strengthen our social media presence with more interactive, tag-worthy posts
- Find new ways to get details on what is happening at the library to users and non-users

### Staff Empowerment

- Create a culture of learning for library staff



# Interacting with our community through programs, outreach and technology.

This past year has taught us how important interaction is. Whether it is virtual or in-person, having that one on one connection with each other is what makes our library so special. We strive to offer programs, outreach opportunities and technology that brings people together resulting in meaningful, lasting interactions.

## Core Services:

- Storytimes promoting early literacy skills
- Science, arts and crafts, and educational technology programs for children, tweens, and teens
- 1000 Books Before Kindergarten and parenting workshops supporting parents, caregivers, and educators
- Reading challenges throughout the year for all ages
- Meeting rooms, study rooms and spaces for public use
- Civic resources such as income tax forms and voter registration
- Drive-thru window for convenient holds pick-up

## Objectives:

### Customer Service

- Explore credit card payment options for printing and paying fines or fees online
- Expand library service to include free or low-cost non-traditional benefits

### Outreach

- Sustain existing partnerships, while finding opportunities for new ones

### Programs

- Create opportunities off-site to connect with library staff

### Technology

- Library App
- Upgrade gaming systems in the teen room

Interact



# Next Steps

The Smith Public Library acknowledges that some of these objectives are more easily achieved than others. Some may only be accomplished through additional funding, grant opportunities, or the redeployment of staff and resources. Library leadership will work to advise on setting the priorities for this process. With proper resources in place, library staff will work towards accomplishing these objectives, along with the Library Advisory Board, City Management and community partners.



## Library Action Plan

- Establish strategies for each objective
- Gather additional community input when appropriate
- Identify optimal partners or resources
- Commit to relevant staff training
- Research best practices from the wider library community
- Be fiscally responsible
- Evaluate objectives and identify any needed changes as we move forward



