

# STRATEGIC PLAN 2013

## 1. Educate the public about the library

### 1.1 Objective: Create a comprehensive Marketing Plan.

Details: Establish a budget. Include traditional media, social media, marketing materials, promotional items, etc.

Owner: Sandy Linn

Due Date: January 14, 2014

### 1.2 Objective: Form a Friends of the Library group.

Details: Establish a steering committee and establish the guidelines for CCPL Friends of the Library. Implement the program.

Owner: Sandy Linn

Due Date: April 2014

## 2. Drive an organizational culture that excels in customer service

### 2.1 Objective: Develop customer service training program for staff.

Details: Not a one-time event. Should include beginner training for new employees and advanced training for experienced employees.

Owner: A.J. Boston

Due Date: February 2014

### 2.2 Objective: Define core competencies for staff.

Details: Include training to achieve competency. Incorporate into employee scheduling so each shift has needed competencies.

Owner: Mignon Pittman and A.J. Boston

Due Date: December 2013

### 2.3 Objective: Implement an employee dress code.

Details: Not a uniform. Make it easy for a patron to identify an employee.

Owner:Mignon Pittman  
Due Date:July 1, 2014

**2.4 Objective:Simplify getting a library card.**

Details:Staff will research other library's procedures and establish a new system.

Owner:Mignon Pittman and A.J. Boston  
Due Date:June 30, 2014

**2.5 Objective:Manager on duty at all times**

Details:There will be a trained full-time employee/leader in the library at all times. (Saturday and Sundays)

Owner:Mignon Pittman  
Due Date:December 2013

## **3. Define and implement a long term, user focused facility plan**

**3.1 Objective:Complete a facility needs assessment survey.**

Details:Identify target groups, survey format, survey questions, how to reach target groups, and timing. Test survey, execute survey, and analyze results.

Owner:Board Appointed Committee A  
Due Date:June 30, 2014

**3.2 Objective:Evaluate option of sharing facility with other community service organization(s) to share cost**

Details:Analyze results.

Owner:Board Appointed Committee A  
Due Date:June 30, 2014

**3.3 Objective:Develop a financial plan for expansion.**

Details:Evaluate and recommend sources of funding for expansion through a needs assessment.

Owner:Board Appointed Committee B

Due Date:June 30, 2015

## **4. Improve and expand programs, materials, and services**

### **4.1 Objective:Assess impact of current programs and services.**

Details:Survey patrons and collect actual use data.

Owner:Library Managers(Mignon, Sandy, A.J., Wyneth)

Due Date:October 2014

### **4.2 Objective:Expand current program offering.**

Details:Integrate with framework established in Strategic Initiative 5. Survey patrons for wants. Consider youth technology programs, off-site programs, multi-lingual services and resources, and children's programming at hours convenient for working parents.

Owner:Sandy Linn

Due Date:November 2014 Execute (February 2014 Plan in place)

### **4.3 Objective:Explore partnership with Murray Calloway Transit Authority**

Details:Improve access for patrons without transportation

Owner:Mignon Pittman

Due Date:August 2013

## **5. Establish framework for self-assessment and identification of best practices**

### **5.1Objective:Implement best practices**

Details:Identify, visit, and benchmark best-in-class libraries. Recommend and implement best practices learned.

Owner:Library Managers(Mignon, Sandy, A.J., Wyneth)

Due Date:February 2014

### **5.2 Objective:Evaluate and Implement a merit based pay system for all CCPL employees.**

Details:Implement a merit based pay system.

Owner:Mignon Pittman and Teresa Betts

Due Date:July 2015

### **5.3 Objective:Define and implement a professional development program for all employees.**

Details:Integrate with customer service and core competencies training.

Owner:Library Managers (Mignon, Sandy, A.J., Wyneth)

Due Date:January 2015

## **Scorecard**

Progress on the CCPL Strategic Plan will be measured as follows:

- Review Strategic Plan progress at every Board of Trustees meeting
  
- Owners report progress

## **Communication Plan**

The CCPL Strategic Plan will be communicated to stakeholders as follows:

- Create Strategic Plan document
  - Mission, Vision, and Values - with signatures
  - Message from Executive Director
  - Message from Board of Trustees
  - Strategy

- Strategic Initiatives
  - Objectives
- Review Strategic Plan with all employees
- Post on website
- Issue a press release
- Provide a bound copy to all participants