

Ephrata Public Library Strategic Plan 2012-2013

ADOPTED BY THE EPHRATA PUBLIC LIBRARY
BOARD OF TRUSTEES
AUGUST 17, 2011

Mission

The Ephrata Public Library is a physical and virtual community center. Its mission is to provide resources and to promote opportunities for everyone seeking to improve, change, enrich, and enjoy their lives. The library offers free access to information reflecting differing viewpoints in order to support an open and democratic society.

Vision

The Ephrata Public Library will be a *destination* for the entire community. As such, it will be recognized as vital through its programs and services.

Core Values

The following statements are reflective of the values that drive the service, programming, and operations of the Ephrata Public Library.

Customer Service and Interaction with the Public

1. We will demonstrate respect for each library user regardless of gender, age, ethnicity, creed, or economic status.
2. We will be responsive to and flexible with our clients, choosing “people over policy.”
3. We will develop and maintain good relationships by treating our clients as we would like to be treated.

Intellectual Freedom and Confidentiality

We will support a collection that reflects diverse intellectual perspectives and will not restrict the use of this collection. We will answer requests for information in a nonjudgmental way and will keep inquiries confidential.

Community Connections and Partnerships

We will develop cooperative relationships with municipalities and community organizations, inviting them to partner with us or acting as a referral center. We will strive to provide community information that will benefit our customers.

Public Programs/Technology

We will be a resource and community hub for educational, social, recreational and technology programs and services.

Staff Education/Training

We will support ongoing staff education and training as essential for the provision of high quality services.

The Ephrata Public Library has identified the following goals:

A. The library will provide excellent customer and technology service to the community

1. Create technology standards for staff members
 - a. Action steps
 - i. Conduct an audit of staff members' technology needs by survey
 - ii. Conduct research
 1. Review relevant staff technology standards in excellent libraries
 2. Review Ephrata Public Library technology to assess current needs
 - iii. Create a comprehensive list of technology standards for staff which will become part of their job descriptions
 - iv. Provide initial and ongoing training opportunities for staff to meet individual and library needs
 - b. Time frame
 - i. Complete technology audit by February 2012
 - ii. Ongoing research as schedule allows
 - iii. Complete standards by March 2012
 - iv. Complete training opportunities by April 2012
 - v. Complete competency evaluations by May 2012
 - c. Costs
 - i. Staff time
 - d. Responsibility
 - i. Director
 - ii. Managers
 - e. Performance evaluation
 - i. Written and performance competency evaluations
2. Review and update customer service standards in the staff manual
 - a. Action steps
 - i. Conduct research
 1. Review trends in library service in excellent libraries
 2. Review current EPL customer service standards
 - ii. Create a comprehensive list of customer service standards for staff
 - iii. Provide training opportunities for staff
 - b. Time frame
 - i. Complete research by February 2012
 - ii. Complete standards by March 2012
 - iii. Update staff manual by March 2012
 - iv. Complete training opportunities by April 2012
 - c. Costs
 - i. Staff time
 - d. Responsibility
 - i. Director
 - ii. Managers

- e. Performance evaluations
 - i. Yearly evaluations

B. The library will expand the development of public program and outreach services

- a. Action steps
 - i. Create a training program for the public programming team
 - ii. Create an operational framework for the public programming team
 - iii. Employ two new part-time staff members to assist with the development and implementation of public programs
 - iv. Mentor the public programming team
- b. Time frame
 - i. Complete training program and framework completed by January 2012
 - ii. Advertise opportunities and hire by February 2012
 - iii. Ongoing training and mentoring
- c. Costs
 - i. 1 part-time (10 hours/week) children's assistant
 - ii. 1 part-time (25 hours/week) teen and adult assistant
- d. Responsibility
 - i. Director
 - ii. Children's Librarian
- e. Performance evaluations
 - i. Number of new programs
 - ii. Program attendance

C. The library will actively collaborate with the Library System of Lancaster County to better serve patrons

- a. Action steps
 - i. Assume an active role in LSLC board meetings, annual meetings, LSLC events, etc.
 - ii. Assign staff members to LSLC committees and encourage leadership roles
 - iii. Schedule time for staff members to be active participants in LSLC committees and groups
- b. Time Frame
 - i. Ongoing participation
- c. Costs
 - i. Staff time
- d. Responsibility
 - i. Staff members
 - ii. Board members
- e. Performance evaluations
 - i. Attendance
 - ii. Report to Board

D. The library will serve as a virtual hub for community organizations and businesses

- a. Action steps
 - i. Research excellent community websites
 - ii. Research technologies for mobile applications
 - iii. Contract with a web designer
 - iv. Create a Virtual Ephrata library committee to oversee online content
- b. Time frame
 - i. Form Virtual Ephrata committee by April 2012
 - ii. Complete research of community websites by June 2012
 - iii. Complete research of mobile applications by August 2012
 - iv. Create proposal and request bids for website design by October 2012
 - v. Select web designer by November 2012
 - vi. Ongoing creation of online content
 - vii. Launch new Virtual Ephrata by April 2013
- c. Costs
 - i. Staff time
 - ii. Approximate cost of initial design - \$2,000-\$4,000
 - iii. Maintenance contract - \$500 annually
- d. Responsibility
 - i. Director
 - ii. Virtual Ephrata committee
- e. Performance evaluations
 - i. Website hits
 - ii. Participation of organizations

E. The library will expand its collection with new services and technologies

- a. Action steps
 - i. Review modern literature to determine trends in collection development
 - ii. Evaluate new services and technologies that will benefit patrons
 - iii. Designate a portion of the collection budget for innovative services and technologies
- b. Time frame
 - i. Ongoing innovation
- c. Costs
 - i. Determined within collection budget
- d. Responsibility
 - i. Director
 - ii. Assistant Director
 - iii. Reference Librarian
- e. Performance evaluations
 - i. Circulation statistics