

**York County Public Library
Strategic Plan
2019-2024**

Mission Statement

We connect our community to resources that enrich their lives.

Core Values

We are committed to:

Access: ensure equitable use of library services and facilities by breaking down barriers.

Quality Materials: maintain a physical and digital collection that is both timely and diverse.

Community Engagement: connect community members to library services through conventional and unconventional means.

Lifelong Learning: provide programs, outreach, and resources for the education and entertainment of all ages

Professional Development: foster a collaborative work environment in which staff are empowered to pursue professional goals

Access

Goal: Break down barriers to access to ensure the whole community can benefit from library services.

- Action Item: Partner with schools to ensure every student has a library card and teachers know how to best harness library services to support students.
- Action Item: Develop a plan for supporting the ESL and immigrant populations.
- Action Item: Evaluate whether York County Public Library should become a “fine-free” library.
- Action Item: Expand library outreach services by extending service hours and locations.

Quality Materials

Goal: Library collections will be relevant and responsive to customer needs.

- Action Item: Strive for a balanced hold/request ratio for eBook and physical formats.
- Action Item: Evaluate collection development polices every five years.
- Action Item: Maintain a complementary collection of both print and digital resources.
- Action Item: Provide means for patron comments and suggestions for both the print and digital collections.

Community Engagement

Goal: Foster connection between the library and the local community through outreach.

- Action Item: Develop a school liaison in order to establish and maintain active dialogue with the school division and other educational organizations.
- Action Item: Maintain active presence at county and community-based events.
- Action Item: Expand outreach services to more locations and populations that are currently underserved.

Goal: Expand public relations and marketing efforts to increase awareness of the library's vital role in the community.

- Action Item: Create a Marketing Team to develop a plan to reach those we miss with current efforts.
- Action Item: Use social media more effectively to market library services and resources.
- Action Item: Investigate unexplored advertising methods to raise adult and teen program attendance, including video tutorials and a library podcast.
- Action Item: Ensure ongoing evaluation of the library's website and online services.

Goal: Create thriving spaces where the community connects, accesses resources, and shares ideas.

- Action Item: Develop a plan to continuously assess and reconfigure library spaces according to community needs.
- Action Item: Promote the library as a community meeting space and place for civic engagement.
- Action Item: Foster programs and partnerships that encourage local economic development.
- Action Item: Identify and prioritize needs and interests of the community through the use of surveys or public meetings.

Lifelong Learning

Goal: Expand STREAM-based initiatives. (Science Technology Reading Engineering Art Math)

- Action Item: Coordinate with area schools to determine complementary STREAM-based needs.
- Action Item: Develop Makerspace programs, and acquire necessary additional equipment as needed.
- Action Item: Continue to train additional staff in Makerspace operation with the goal of providing staffed "Maker-hours" where the public can utilize Makerspace equipment.

Goal: Support a vibrant and educated community.

- Action Item: Continue to develop classes and events supporting preschool, K-12, and life-long learning.

- Action Item: Explore collaboration with adult learning institutions.
- Action Item: Expand workforce development and employment assistance support.

Professional Development

Goal: Develop and implement a consistent onboarding process for all library staff.

- Action Item: Review current departmental library staff manuals and training.
- Action Item: Develop a consistent training process for new hires across departments.
- Action Item: Create a training checklist of essential library knowledge for all hires.
- Action Item: Develop training plans, as needed, for both library-wide and departmental-specific training.
- Action Item: Educate staff on policy intentions and how to apply policies in a way that maintains order while still allowing them to break down barriers to access when needed.

Goal: Improve staff engagement and retention.

- Action Item: Foster a workplace culture of collaboration and mutual respect.
- Action Item: Implement meaningful staff evaluations.
- Action Item: Improve morale by offering incentives for completing additional training.
- Action Item: Develop staff-retention methods to maintain a quality workforce.

Goal: Support ongoing professional development.

- Action Item: Provide opportunities that improve and enrich staff knowledge and performance.
- Action Item: Maintain knowledge of current library trends and practices.

Adopted by Library Board: August 8, 2019