

GREEN HILLS PUBLIC LIBRARY DISTRICT  
LONG RANGE PLAN  
2014-2017

## VISION

The purpose of this document is to guide the Library District in the planning and implementation of services and facility upgrades for the next three years. Technology will be a major focus as we consider maintenance, upgrades, and improvements to our facility and our services. We live in a constantly evolving technological climate that will continue to change the way we deliver services and the physical environment we deliver them in. We will also strive to make sure that our taxpayers receive priority service. Additionally we will continue to explore technologies to make this facility and our services more sustainable, eco-friendly, and cost effective.

## THE LIBRARY AND THE COMMUNITY

The Library is the cultural center of the communities that are served. The intellectual enrichment that the Library offers is not duplicated elsewhere in the community. We must play a greater role in supporting the need for informational and recreational resources and in giving voice to citizens on the important issues of the day.

It will be important to think creatively about how we can best serve our customers during this period of swift economic, technological, and sociological change.

## TECHNOLOGY AND CUSTOMER SERVICE

- Continue to circulate laptop or notebook computers in the Library to patrons for access to the Internet and office tools. Consider ongoing replacement.
- Continue to use social networking tools to enhance patron services.
- Develop services for Digital Lab to meet changing demand.
- Move Lab to ground floor to offer more space to accommodate digital services.
- Continue to upgrade patron and staff PCs but be aware of changes that may allow a move to mobile devices that allow more flexibility. Consider impact on furnishings and defined spaces.
- Upgrade and purchase necessary equipment & software. Eliminate software applications that are no longer cost effective to offer.
- Reconfigure Circulation/Information Desk to allow self-checkout stations at existing Desk. Create “standing station” for efficient use of staff and better management of space located across from the “Desk.”.

## TECHNOLOGY AND STAFF COMMUNICATION & TRAINING

- Video clips for training.
- Additional professional training for staff.
- Continue cross training of staff.
- Continue to upgrade software (Vertical Wave, Quick Books, etc.)

## PUBLIC RELATIONS/MARKETING/COMMUNICATION

- Use e-mail addresses to communicate with patrons and to market various programs. Investigate use of e-mail “blasts” and implement “opt in” strategy for all electronic contact. We will not abandon printed traditional newsletters, but we will continue to update our methodology.
- Print Newsletter will be produced 6 times per year.
- Continue to offer special Friends of the Library meetings (with programs & lunch) to attract potential volunteers. Use meetings as an opportunity to train volunteers. Move Friends in the direction of fundraisers. The Book Store may be relocated to the current Lab site.
- Implement QR codes on shelving.
- Continue e-mail notification for “overdues” and continue to collect addresses.
- Purchase SIRSI mobile app when available for “Droid” devices.

## TECHNOLOGY AND/OR THE FACILITY/EQUIPMENT

- Continue to investigate/implement green technologies.
- Replace existing fixtures/lamps with LED lamps/fixtures to reduce lighting costs and eliminate lighting maintenance contract.
- Continue to recycle electronic equipment (work with vendors).
- Continue to work with vendors on their recycling projects, i.e., Minolta toner project, computer equipment.
- Work on landscaping plan to lower maintenance costs.
- Consider generator for power backup (not needed due to upgrade of electrical switching system)
- Investigate “smart meeting room” upgrade, new projection system, etc.

## PROGRAMMING

- Workshops to familiarize citizens with current consumer technology.
- Continue to offer computer classes (additional) in a variety of formats (one on one, three on one, etc.)
- Offer programs at times of day and days off from school when demand is high.
- Provide issue oriented programs involving our legislators and local agencies.
- Continue to offer high demand programs.

- Public staff will be trained to assist with some technical questions and assist with downloading of e-books.
- Find solution to registration issues.

#### TECHNOLOGY AND BOARD OF TRUSTEES/ADMINISTRATIVE ISSUES (INCLUDING FINANCIAL)

- Continue to eliminate paper files by scanning in documents for electronic storage.
- Have notebooks available for trustees during Board meetings to access meeting documents electronically.
- Continue to upgrade all policy manuals and emergency procedures as needed.
- Refund Bonds and develop a strategy for restructuring repayment to benefit District.

#### TECHNOLOGY AND CIRCULATION/CATALOGING OF MATERIALS

- Upgrade self checkout stations as software becomes available.
- Investigate enabling use of e-pay at self checkout kiosks.
- Continue to empower citizens to self-serve.
- Investigate new methods for cataloging and linking to circulation records.

#### COLLECTION DEVELOPMENT

- Continue to weed dated and damaged material from the collection.
- Offer multiple copies of all popular titles and topics.
- Continue to seek vendors for downloadable books, music, streaming movies, and television shows, etc.
- Analyze statistics to determine direction of development. Consider Large Print collection expansion, and “makeovers” of foreign language collections.
- Consider segregating blue ray DVDs to make room in the audio visual area for expanding collections.
- Implement collection shifting after weeding of non fiction.
- Increase number of card holders by 10% by the end of fiscal year 2014-2015 to increase use of collections/services.
- Focus on Common Core materials for school age children and collaborate with school districts and private schools in our District to promote our collections/services.

## STAFFING FOR THE FUTURE

- Evaluate all staff positions and merge functions as necessary. Insure supervisory positions in key areas.
- Evaluate and modify annual Salary Schedule.
- Develop paid internship program to accommodate two interns each summer.
- Analyze traffic on Friday evenings by 9/1/14.
- Consider desk scheduling management for the future including new Digital Lab hours.

## LIBRARY GOALS AND OBJECTIVES

This Long Range Plan is results oriented. Each objective seeks to do one or a combination of the following:

- Increase use of Library by all segments of the population.
- Improve collections and services.
- Improve user awareness of collections and services and overall satisfaction.
- Increase efficiencies.
- Provide leadership in making the Library a more sustainable entity.
- Anticipate and react to change (i.e. automation, consolidation, financial, etc.).
- Increase number of cardholders by 10% by 2015.

This LRP will be fluid enough to allow innovation and exploration of new ways to provide traditional services and to be more effective in meeting the needs of the public.

Data from the 2010 Census was evaluated and trends suggest that our District is moving to a minority/immigrant dominated geographic area. It is important to provide some outreach to these populations. We need to work closely with other agencies to collaborate on various services in order to react to this impact.