

ORGANIZATIONAL COMPETENCIES



1. Finance

The Calcasieu Parish Public Library will be conscientious stewards of public funds and utilize the available monies to provide needed and wanted library services to residents of the parish.

Initiative 1.1: Update the library's fiscal policy by June 2019.

Initiative 1.2: Maintain the library's current financial priorities that outline budgeting and operational spending.

2. Internal Communications

The Calcasieu Parish Public Library will foster open and timely communication amongst its staff and with the Library Board.

Initiative 2.1: Develop a plan to improve internal communication and foster open communication among departments by June 2019.

Initiative 2.2: Maintain regular staff meetings.

Initiative 2.3: Identify and review library staff workgroups annually.

3. External Partnerships

The Calcasieu Parish Public Library will seek partnerships with organizations and institutions in support of the strategic plan.

Initiative 3.1: Create, review, and update a partnership list that includes contact information and partnership descriptions annually.

Initiative 3.2: Recognize library partners and supporters annually.

4. Governance

The Board of Trustees of the Calcasieu Parish Public Library will operate in an efficient, effective, and transparent manner.

Initiative 4.1: The Director will coordinate an orientation workshop for new and existing board members by April 2019.

Initiative 4.2: The Director will provide an annual update keeping the Board apprised of any changes and new information.

Initiative 4.3: The Director will develop a schedule for regular review of library policies by December 2019.

Initiative 4.4: The Board of Trustees will review and update two library policies annually.

5. Marketing & Public Relations

The Calcasieu Parish Public Library will promote library services through a variety of print, electronic, and media opportunities.

Initiative 5.1: Evaluate the effectiveness of library marketing efforts annually.

Initiative 5.2: Establish a staff workgroup to develop and implement a plan for internal marketing by September 2019.

Initiative 5.3: Identify staff positions that will provide specific external marketing support for various resources and services through scheduled provision of content and/or through direct participation in the marketing process.

Initiative 5.4: Organize staff work spaces to develop a more user-friendly marketing space.

6. Measurement and Evaluation

The Calcasieu Parish Public Library will incorporate measurement and evaluation into its operational practices.

Initiative 6.1: Review goals of the strategic plan and measure progress annually.

Initiative 6.2: Develop and maintain usage statistics on resources and services for budget impact.

7. Operational Efficiencies

The Calcasieu Parish Public Library will utilize technologies and processes that improve access to information, enhance customer service, and maximize efficient service delivery.

Initiative 7.1: Review service hours and make recommendations for change biennially beginning in 2019.

Initiative 7.2: Review staffing levels and organizational structure considering the following, and make recommendations for change:

- Rotate and reallocate staff;
- Cross train;
- Adapt staffing structure and workflow to include substitutes.

Initiative 7.3: Report on maintenance of library records in compliance with the library's record retention schedule annually.

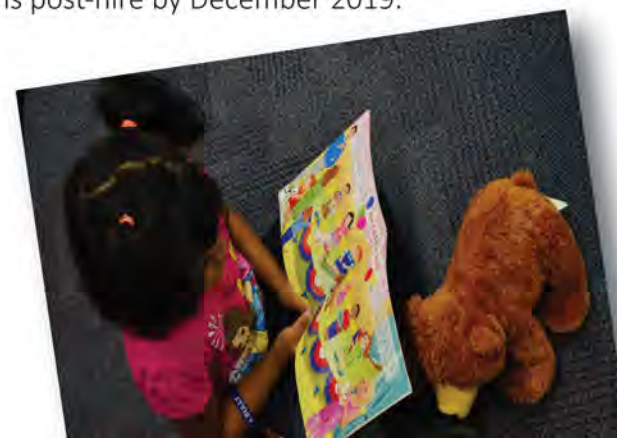
8. Training and Staff Development

The Calcasieu Parish Public Library will provide training and staff development for all staff which will provide and support quality customer service for all library users.

Initiative 8.1: Develop and implement a training and staff development plan by June 2019.

Initiative 8.2: Dedicate appropriate time and resources for staff to complete two mandatory learning modules, one for all staff to maintain a baseline level of skills for all CPPL employees, and one specific to their position.

Initiative 8.3: Develop and implement a support and feedback tool for new hires to follow in the first three months post-hire by December 2019.



2019-2023 STRATEGIC PLAN

CALCASIEU PARISH PUBLIC LIBRARY



READ..LEARN..CONNECT!



Calcasieu
Parish
Public
Library

VISION:

The Calcasieu Parish Public Library will be our community's first choice for learning, literacy, and enjoying life.



MISSION:

The Calcasieu Parish Public Library welcomes all with convenient access to high quality and innovative collections, resources, and services that enrich lives and create connections in our community.

CORE VALUES:

SERVICE
We recognize differences and provide impartial and non-judgmental access to all. We are responsive to community needs and we go the extra mile to deliver the best possible service.

COMMUNITY
We feel like family. The library is a safe and welcoming place that celebrates diversity and opens its doors to everyone. We support, trust, and empower each other and our communities, and we share, create, and preserve their stories.

RESPECT
We practice compassion and tolerance in our actions and attitudes. We listen with an open mind and treat all patrons and staff fairly and sincerely.

ADAPTABILITY
We're open to innovative ideas and bold opportunities. We know what our community needs and we embrace change to meet their needs. As the library continually evolves, we welcome opportunities for professional and personal growth.

ETHICS and INTEGRITY
We share a strong sense of personal and moral values. We take responsibility for the stewardship of the materials, spaces, and resources with which we are entrusted. Patrons and staff can count on us to be honest, transparent, and keep our commitments.

TEAMWORK
We work together, drawing on one another's strengths and going outside our comfort zones, to achieve common goals. We always make sure to share the load. We cooperate with one another, maintain open lines of communication, and rely on one another to lend a helping hand.

2019-2023 STRATEGIC PLAN:

GOAL ONE: COLLECTIONS

Expand the collection to meet the wants and needs of our evolving community.

OBJECTIVES

- 1.1 Research the viability of & develop a proposal for instituting a Library of Things by January 2021.
- 1.2 Find convenient ways to provide bundles of materials on topics of interest and make them accessible to patrons by January 2020.
- 1.3 Develop a collection of foreign language materials by September 2019.
- 1.4 Increase the library's digital local history and genealogy collection by 20%.
- 1.5 Review and improve access to online content annually.
- 1.6 Create collections that enhance patron's browsing experience.
- 1.7 Evaluate the impact of collection changes on library staff, spaces, and shelving annually.

GOAL TWO: CUSTOMER SERVICE

Broaden service delivery models and increase access to library materials, resources, and services.

OBJECTIVES

- 2.1 Find innovative, cost-effective ways to offer 24-hour library service.
- 2.2 Deliver library materials to locations placed within the community where patrons may conveniently checkout or pick up materials.
- 2.3 Explore the feasibility of eliminating fines for overdue materials.
- 2.4 Develop three new partnerships with government agencies and community groups by January 2022.

GOAL THREE: FACILITIES

Update and adapt library spaces to meet growth needs and technology changes.

OBJECTIVES

- 3.1 Explore refreshment options at all branches and develop a proposal for instituting expanded refreshment offerings by January 2020.
- 3.2 Identify co-location partnerships with government, businesses, and nonprofit organizations for library expansion in underserved areas in response to changing community needs.
- 3.3 Evaluate interior function and aesthetics throughout the system and create a capital improvement plan by January 2021.
- 3.4 Evaluate exterior function and aesthetics throughout the system and create a capital improvement plan by January 2021.
- 3.5 Evaluate safety and security for library physical and online spaces and develop, review, and update Security Plan annually.

GOAL FOUR: MARKETING

Increase awareness of the Library in our community.

OBJECTIVES

- 4.1 Diversify, expand, and consolidate marketing formats.
- 4.2 Increase collection content awareness and use by the public as measured by annual usage statistics and surveys.
- 4.3 Increase library technology awareness and use by the public as measured by annual usage statistics and surveys.
- 4.4 Increase library program awareness and use by the public as measured by annual usage statistics and surveys.
- 4.5 Make resources readily available to staff for branding, marketing, and cross-marketing by September 2019.
- 4.6 Develop marketing campaigns where staff market programs, resources, & services at the point of service.
- 4.7 Develop a marketing campaign that highlights the unique features of each branch by January 2020.

GOAL FIVE: PROGRAMMING

Diversify program platforms, expand audience base, and enhance accessibility of library programs.

OBJECTIVES

- 5.1 Create a virtual/digital programming presence by January 2020.
- 5.2 Evaluate teen services and programs and explore options for expansion by October 2019.
- 5.3 Evaluate and improve patron access to library programs as measured by annual usage stats and surveys.

GOAL SIX: TECHNOLOGY

Broaden accessibility, expand reach, and keep current with new and evolving technology trends and needs.

OBJECTIVES

- 6.1 Develop technology zones for children that include internet connected and electronic learning tools/toys & provide caregivers with access to computer devices in the children's area of the library by January 2021.
- 6.2 Research the viability of & develop a proposal to provide more idea/maker/learning spaces and expand technology offering by September 2019.
- 6.3 Find innovative ways to bring technology outside the branches and into the community.
- 6.4 Review and evaluate technology annually to ensure it is user friendly and current.
- 6.5 Evaluate the impact of library technology on staff, space, and furniture annually.

