

The background is a vibrant blue abstract design. It features a grid of small white dots that becomes more prominent towards the center. Overlaid on this are several bright, diagonal light rays that create a sense of depth and movement. The overall effect is modern and technological.

2020 – 2024
Provo City Library
Strategic Plan

Provo City Library Mission Statement

The Provo City Library provides our community with an inviting center for information, instruction, learning, leisure, and cultural opportunities.

Goals and Objectives

Goal 1:

Fundamental Priorities –Services, Collections and Staff

Our community is served by maintaining and improving library services through responsiveness and responsible collection development, patron services, programming, and staff training.

- Objective 1.1** When preparing the annual budget each May, consider the necessity of moving monies from physical collections (books, books on CD, DVD) to digital collections (streaming or downloadable).
- Objective 1.2** The catalogers will work with librarians to identify at least 20 records each month that need catalog record improvements until we are satisfied with the quality of the records beginning July 2020.
- Objective 1.3** Every two years, do a task audit evaluating Circulation and Technical Services staffing based on print collection circulation numbers.
- Objective 1.4** Semiannually, create a new marketing initiative.
 - Objective 1.4.1** Develop a marketing plan for a new account drive by September 2020.
 - Objective 1.4.2** Double our social media engagement by March of 2022.
 - Objective 1.4.3** Create a marketing initiative for a community outreach van by January 2021.
- Objective 1.5** Investigate the feasibility of creating an outreach coordinator position by October 2020.

- Objective 1.6** Explore eliminating fines and/or fees for Children’s materials by November 2020.
- Objective 1.7** Increase Winter Reading participation by 10% annually, starting December 2020.
- Objective 1.8** Starting in 2021, continue to evaluate the feasibility, ROI, and need for a material handling system. Review these findings every two years.
- Objective 1.9** Beginning January 2021, increase the amount of new library accounts by 40 each month.
 - Objective 1.9.1** In each subsequent year of this strategic plan, evaluate this objective to determine if we want to change the number of new accounts we would like to make each month.
- Objective 1.10** At least every two years, have an all staff training day.
- Objective 1.11** Create and distribute an annual survey about the Children’s programming beginning March 2021. Based upon survey results, reassess Children’s programming in May.
- Objective 1.12** Investigate best practices to improve training and supervision of pages, as we restructure the Circulation full time clerk job duties by June 2021.
- Objective 1.13** Redesign the website by December 31, 2021 to ensure ease of use by patrons and staff alike.

Goal 2:

Promote Digital Literacy

Community members of all ages will have access to technology through library resources and learning opportunities which will help them live more fulfilling lives in a rapidly changing world.

- Objective 2.1** Establish by June 2020, and continually maintain, a collection of “Let’s Learn Guides” pointing youth groups and adult learners toward resources and activities that promote learning and growth.
- Objective 2.2** Annually, beginning January 2021, investigate at least one new type of technology program, collection, or outreach effort and maintain any that show promise.
- Objective 2.3** Increase the percentage of visits to the library app by 10% each year.

Objective 2.4 Investigate, by December 2021, the feasibility of providing video gaming resources either within the library or as a circulating collection.

Goal 3:
Enriching the Community

Community residents will have both a meeting area in which to gather and programs in which to participate in educational, civic, and cultural events.

Objective 3.1 Investigate virtual library displays throughout the city by December 2020. Displays will promote online resources, programs, and library services.

Objective 3.2 By June 2020, create story walks on Provo trails as part of the Summer Reading Program. In February of 2021, evaluate if this practice was worthwhile and worth repeating.

Objective 3.3 By spring 2021, explore options for working with the school district to better support their Battle of the Books program and/or the Beehive Book Awards voting.

Objective 3.4 By spring of 2021, investigate the possibility of creating a library network program for school educators and PTA groups in order to highlight available library resources.

Objective 3.5 By spring 2021, investigate the feasibility of implementing live streaming technology in our meeting rooms, which will increase capacity and create a viable overflow solution for large ballroom events.

Objective 3.6 By May of 2021, investigate the option of doing a Back to School program in September 2023 for the homeschooling population of Provo.

Objective 3.7 By June 2021, establish monthly programs in Spanish in addition to the weekly Spanish story times.

Goal 4:
Outreach Services

Our community will have increased opportunities to access the library through outreach services in various Provo locations.

- Objective 4.1** Annually in May, contact the Provo School District Elementary Schools to offer a library outreach table at the Back to School nights.
- Objective 4.2** Increase the attendance at “Stories in the Park” by 5% annually.
- Objective 4.3** Starting October 2020, offer new library accounts at one or more outreach event(s) per month.
- Objective 4.4** Annually, starting in 2021, identify a new organization or company that would mutually benefit from a partnership with the library. A partnership could help provide programs, services, or outreach opportunities to library patrons.
- Objective 4.5** Explore the possibility of establishing a regular presence at one of the local Farmers’ Markets by summer 2021.
- Objective 4.6** Establish monthly visits to at least four retirement homes and assisted living centers by the end of 2021. Visits will provide access to the print collection and a librarian to answer questions and give technology assistance.
- Objective 4.7** Establish monthly visits to at least four preschools by the end of 2021. Visits will provide access to the print collection and a librarian to answer questions and read a picture book.
- Objective 4.8** By December 2022, arrange staffing to allow all full-time professional staff to spend an average of six hours each month in outreach efforts.
- Objective 4.9** By December 2023, survey small business and start-up community to find out if we are meeting their needs and how we can do more.
- Objective 4.10** By January 2024, establish regular quarterly programs from the Community Outreach Van.

**Board of Directors
Provo City Library
Approved May 13, 2020**