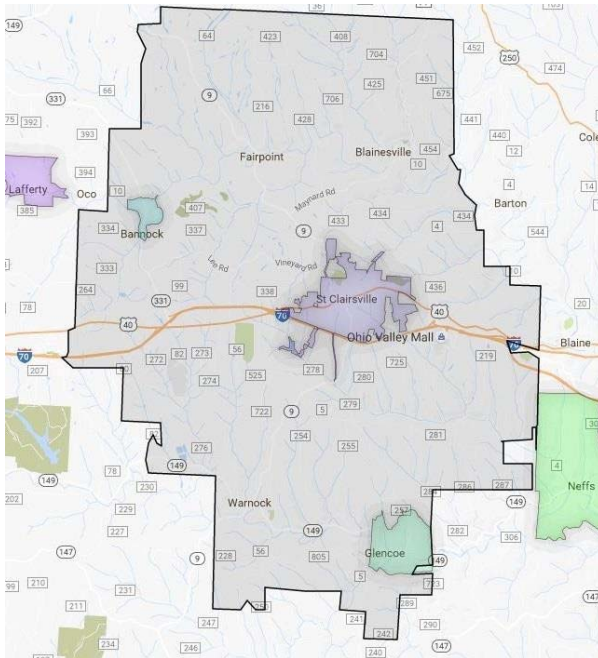


# St. Clairsville Public Library

## *Strategic Plan 2022-2025*

### ABOUT THE ST. CLAIRSVILLE PUBLIC LIBRARY

The St. Clairsville Public Library has a service area population of approximately 16,500 – about 24% of Belmont county-- and includes parts of 5 townships and the communities of St. Clairsville, Fairpoint, Bannock, Glencoe, Maynard, and Warnock. The library is part of the SEO consortium of 98 Library systems throughout 49 Ohio counties.



### VISION STATEMENT OF THE ST. CLAIRSVILLE PUBLIC LIBRARY 2021

The St. Clairsville Public Library promotes lifelong learning by offering updated, relevant, and creative ways and spaces to meet our patrons' diverse needs.

### MISSION STATEMENT OF THE ST. CLAIRSVILLE PUBLIC LIBRARY

We are the St. Clairsville Public Library, and we exist to provide seamless, trustworthy, compassionate, confidential, welcoming, non-judgmental customer service as well as materials and programs to stimulate the minds of people of all ages. In particular for the youth of our community, we strive to prepare children for school and early literacy skills by offering a caring place to bring young people into a lifetime of learning. We also embrace our role as the public library of the St. Clairsville School District and as a hub of social activities and educational needs for youth outside of school. For older residents we recognize our responsibility to reach out with materials and programs. For the community as a whole, we will supply a library of things, beyond books; support local historical research; and be a resource for community information.

## VALUES

We value:

1. Customer Service
2. Access
3. Education and Lifelong Learning
4. Intellectual Freedom
5. Teamwork

## STRATEGIC PLAN BACKGROUND

### SURVEYS AND COMMUNITY STAKEHOLDER INPUT

The Planning Committee developed two surveys for library users and a set of interview questions to be used with a list of identified stakeholders. During April-May 2021 staff conducted surveys of library visitors using the two surveys. Also, staff interviewed key stakeholders at local organizations: pre-school, elementary school, middle school, high school, senior living residence, and the county senior services agency.

### SURVEY RESULTS

A majority of respondents rated the library as excellent or “no change needed” when asked about: 1. access, 2. services and resources, 3. need to do anything differently.

**When asked to list additional services the library might offer**, respondents listed, in order of frequency mentioned: technology classes; adult programs offering expert speakers, demonstrations, language instruction; library instruction in the classroom; going beyond books and offering resources like game systems to borrow; a virtual tour video of the library; and to keep offering new services as we are now.

**When asked to list services missing in the community that the library might support**, respondents listed, in order of frequency mentioned: programs for older citizens (tech, reading); summer tutoring for children; and offering more hotspots.

**When asked their preferred communication method to learn about the library**, respondents listed, in order of frequency mentioned: E-news, print newsletter, Facebook, and newspaper.

### VISION, MISSION, STRATEGY RENEWAL PROCESS

In April 2021, visioning workshops were held with full time staff, administrators, stakeholders and a subset of trustees. From the visioning workshops, a vision, mission and ‘5 bold steps’ were developed. The ‘5 bold steps’ are intended to be those action items which can be implemented in the next 18 months to drive the library closer to it’s vision. This strategic plan is not inclusive of all of the action plans of the Library. They are intended to drive step change results and customer service to the library patrons.

Goals	Objectives	Target Year	Budget Estimate
<p><b>A. Community Resources &amp; Services -</b>  Residents should have a library that is easy to access and open when most needed. Residents should have access to library services important to them. Residents should have a library that supports their involvement and participation.</p>	<p>1. To improve access to library services for the underserved.  Develop target market and delivery method to create ways to provide home deliveries to those who are challenged to get out. (Volunteers as a strategy).</p>	<p>2023</p>	<p>&lt;10k</p>
<p><b>B. Community Awareness --</b> Promote the library to the public, keeping our community aware of the vital role the library can play in their lives and how to take advantage of these services. Residents should have a library where its funding, organization and support is easily understood and clearly defined.</p>	<p>1. Create the promotion plan for our strategic choices and new offerings.</p>	<p>ongoing</p>	<p>&lt;1k</p>
<p><b>C. Materials Access &amp; Management -</b>  Provide a right-sized and well-maintained collection of books and other popular resources. Expand the library’s collections to include the ‘library of things’</p>	<p>1. Poll the community to determine the type of offerings of unconventional materials are desired; open to community input  2. When beneficial, create partnerships and sponsors for the ‘library of things’</p>	<p>2023</p>	<p>&lt;1k</p>

Goals	Objectives	Target Year	Budget Estimate
<p><b>D. Facilities</b> – Residents should have a library that offers a clean, safe and welcoming physical place to meet and interact with others or to sit quietly and read. Evolve facilities to meet the changing needs of the community.</p>	<p>1. Engage architects to create design to support future vision.</p> <ul style="list-style-type: none"> <li>a. Get architectural survey and planning based on our design and finance input.</li> <li>b. Create funding strategy/sources</li> <li>c. Engage professional experts like Extension Office, Soil &amp; Water Conservation, Master Gardeners, etc. in the design</li> <li>a. Investigate zoning ordinance and liability</li> <li>b. Design for parking and easy access to facilities</li> <li>c. Develop use of open lot for library programming (gazebo, Amphitheater)</li> </ul>	2022	<10k
	<p>2. Obtain, through consultation with experts, recommended upgrade and replacement costs and schedule for HVAC, elevator, roofing, and any other high-cost components of the existing facilities. Include costs in a long-term budget. (Capital Asset Management Plan)</p>	Ongoing with D1	Ongoing with D1

Goals	Objectives	Target Year	Budget Estimate
<p>E. Finance – We will provide the community with an adequately funded library and plan for its future financial stability and growth. A multi-year plan establishes and budgets for the financial resources required to meet community needs for free library services and materials while maintaining fair compensation for highly-skilled staff.</p>	<p>1. Pass the levy renewal to fund ongoing operations for the next 5 years.</p>	<p>2021</p>	<p>&lt;1K</p>
	<p>2. Develop unique funding streams and strategies for new innovation</p> <ul style="list-style-type: none"> <li>a) Create naming rights and sponsorship programs</li> <li>b) Engage sponsors and donors</li> <li>c) Write grants (including wages)</li> <li>d) Create some self-sustaining income like rooftop or lobby wedding venue, Vault dinners</li> <li>e) Cultivate interest from the Foundation for our work (2022)</li> <li>f) Recruit volunteers (people and organizations) to cover extra staffing and hours open to support this innovation</li> </ul>	<p>2022 - 2025</p>	<p>&lt;1k</p>
<p>F. Staffing and Administration – Residents should have a library that has staff who provide quality library services and assistance. Staff are confident they have the training and resources needed to serve our community.</p>	<ul style="list-style-type: none"> <li>1. Identify with the staff those workspaces for improvement</li> <li>2. Determine if improvements can be implemented prior to larger architectural design work</li> </ul>	<p>2022</p>	<p>&lt;1k per year</p>
<p>G. Technology – Residents should have a library that gives free access to computers, internet, and other important technology beneficial to the community. We will use technology to make it easier for patrons of all ages to use the library. We will explore and offer new technology to prepare the library and community for the future.</p>	<p>Continue progress according to the Library Technology Plan.</p>	<p>See tech plan</p>	<p>See tech plan</p>

Goals	Objectives	Target Year	Budget Estimate
H. Programming	1. Define Story Walk and implementation plan a. Find a partner/partners to fund	2022	10k