CARBON COUNTY LIBRARY SYSTEM
Strategic Plan
2015 – 2017

Mission Statement: engage, enrich, and empower.

Goals

GOAL 1:   RELEVANCY – all Carbon County residents will use the public library.

Objective: continually improve customer service throughout the system.
1. The need for a more diverse library staff will increase in order to reflect changing community's needs. (ongoing)
2. The value of interacting with others will continue, but the tools and approach will continue to change (i.e. face-to-face versus online social networking   tools, etc.) (ongoing)
3 The main branch located at Rawlins will be reorganized and rearranged to improve customer service and usage. (Ongoing)

Objective: increase library card users to 20% of the county and increase circulation checkouts by 5% yearly.
1. Library card sign up will be promoted. (ongoing)
2. Virtual Library card usage will be promoted (ongoing)
3. Staff will purchase materials that customers want to checkout. (ongoing)
4. School Library Tours will be a yearly event for all grade levels. (2016)
5. Library will work with schools to get all teachers to get a public library card and promote their cards. (2016)

Objective: people will know where the libraries are.
1. Working with building manager the library will explore funding options for new outdoor signage across the system. (2017)
2. CCLS' contact and directional information will be updated on social media sites (ongoing)

Objective: remove physical "barriers" to library use.
1. A format to process homebound requests will be developed. (ongoing)
2. Homebound services will be promoted. (ongoing)
3. Limited after hour access to the elevator in Rawlins will be addressed. (currently being worked on 2015)

Objective: participate in community events to promote library services.
1. The library will have booths in at least five different events. (yearly)
2. Librarians will visit each school in Carbon County at least twice each year. (ongoing)

GOAL 2:   ECONOMIC IMPACT – the library will continue to provide a positive economic impact on Carbon County.

Objective: offer technology classes to the community and businesses.
1. The Technology Plan will be followed and classes will be offered. (ongoing)
2. Having technology will allow the library the opportunity to attract and serve new client groups.
3. The library will supply for patrons ways to access and manage their personal health and government records by providing eservices as required by state and local governments.
4. The library will offer outreach technology training at Carbon County Senior Centers. (ongoing)

Objective: connect with young children.
1. Librarians will visit each daycare and preschool in the county once a month. (ongoing)
2. State day care testing will be proctored at Rawlins library. (ongoing)

Objective: Increase awareness of literacy and Improve literacy rates.
1. An adult literacy program will be explored. (2016)
2. Literacy Computer for children will be maintained by I.T. Specialist. (ongoing)
3. The Rawlins Library will offer tutoring when requested (ongoing)

GOAL 3:   THIRD PLACE – CCLS will be the "third place" in Carbon County (after home and work/school) by providing a comfortable, safe public place for individuals and groups.

Objective: reduce communication barriers.
1. CCLS will seek volunteers to aid with creating Spanish policies, forms, and instructions for customers. (ongoing)
2. CCLS will seek volunteers to offer Bi-lingual programming. (ongoing)

Objective: library buildings will be functional and space will be allocated for optimal usage.
1. All libraries will have air conditioning and efficient furnaces. (ongoing)
2. Parking issues at the Rawlins Library will be explored. (ongoing)
3. Handicap access at the Rawlins Library will be provided all hours the library is open. (currently being worked on 2015)
4. The Rawlins Library will be rearranged, re-carpeted and painted in sections as Endowment money is allocated. (fall 2017)
5. New public furniture that is better quality and easier to clean will be purchased. (spring 2015)
6. Front Desk area for Rawlins Library will moved to better location for better customer service and work flow for staff. (fall 2015)
7. Rawlins Juv. area will be re-located for better customer service and safety. (fall 2015)

Objective: library will provide new avenues to draw in customers.
1. The Rawlins Library will display exhibits of interest twice a year. (ongoing)
2. Regular in-house displays to promote library events, programs and activities as well as recreational and informational reading will be scheduled. (ongoing)
3. Library staff will seek opportunities to speak at events and meetings in order to promote library involvement in community projects and interests. (ongoing)
4. Library staff will seek out networking opportunities with other services like Employment/work services in order to connect with resources.

Objective: work to develop a robust volunteer program in each community
1. Tasks suitable for volunteers to perform will be identified. (ongoing)
2. Volunteers will be recruited, trained and supervised to help with specific tasks. (ongoing)

Objective: be available for community members and groups to congregate and meet.
1. Group meeting room spaces will be improved. (ongoing)
2. Individual quiet spaces will be improved. (ongoing)
3. More places for customers to plug in their laptops and other electronic devices will be reviewed. (ongoing)

GOAL 4:   SERVICES – CCLS will provide beneficial services throughout the county for all ages and interests.

Objective: CCLS will provide quality programming to meet the needs and interests of customers of all ages and backgrounds.
1. The Programming Department will have departmental goals for quantity and types of programs for the library system. (ongoing)
2. The Programming Department will plan children, teen, adult, and family programs in a variety of formats throughout the year. (ongoing)

Objective: provide materials for all ages and interests.
1. 90% of all non-historical materials will have a publication date of no more than five years old and customer demand will be the primary guideline for purchasing materials. (ongoing)
2. Each location will be weeded annually. (ongoing)
3. The Spanish collection will be updated to reflect the needs of the community. (ongoing)
4. Technical Services will build up the TV series collection. (ongoing)

Objective: Technical Services will monitor new material formats.
1. The library will promote circulating video games. (summer 2015)
2. An electronic e-movie download service will be explored. (spring 2016)
3. The cost and location of a library recording studio will be explored (spring 2016)
4. The cost and location of a library 3D printer will be explored (Fall 2016)

Objective: let people know about available databases.
1. Bookmarks will be developed highlighting databases. (ongoing)
2. Resources will be advertised in community calendars, radios, papers. (ongoing)
3. Databases will be showcased on the library's website. (ongoing)

Objective: to become the recognized information center of Carbon County.
1. Information Specialists will be provided reference training. (ongoing)
2. Online resources will be promoted for customers. (ongoing)
3. Reader's Advisory will be implemented for all ages. (ongoing)

GOAL 5:   PROMOTION – customers will know the library system's services and resources.

Objective: to promote to exact audience for specific program for best results.
1. The library website will be updated as needed, daily, weekly or monthly (ongoing)
2. Fliers and bookmarks will be created monthly to promote all programs at specific locations.
3. Library staff will identify locations in the community to distribute posters (ongoing)
4. Library staff will identify when best to publish events in local newspapers.
5. Community calendars will be updated as needed, daily, weekly or monthly. (ongoing)

GOAL 6:   INTERNAL STRUCTURE – CCLS will implement organizational policies and procedures to provide a consistent and stable work environment for staff.

Objective: provide a safe work environment.
1. Safety training will be conducted at least once a year. (ongoing)
2. The staff will promote safe work environments with every task. (ongoing)
3. Emergency plans will be written/updated at each library. (ongoing)

Objective: build and share the "corporate memory" of the System
1. The library's history will be organized and preserved. (spring 2016)
2. Library staff will take pictures during programs. (ongoing)
3. The library system will participate in Snapshot Day annually. (ongoing)

Objective: Library staff will be given opportunities to attend in-house, state, regional and national training.
1. Library staff will be offered the chance to attend the Wyoming Library Association conference. (yearly)
2. Library staff working with children will be offered the opportunity to attend the Spring Sectional meetings. (yearly)
3. All Library staff will be allowed to attend webinars as schedules permit. (ongoing)
4. All staff will participate in appropriate email listservs. (ongoing)

Objective: Library staff will be offered additional in-house job training.
1. All Library staff will visit at least one other library in the system each year. (ongoing)
2. All Library staff will job shadow another employee. (ongoing)
3. One-on-one computer training will be given to each staff member who requests it. (ongoing)

Objective: build leadership from within
1. Library Staff teams will be maintained and promoted for inter-departmental tasks. (ongoing)

Objective: polish the policies.
1. Library Staff will review all policies once a year. (ongoing)
2. The Library Board will review all policies once a year. (ongoing)