

**ROBERT R. JONES
PUBLIC LIBRARY
STRATEGIC PLAN
2025 - 2029**

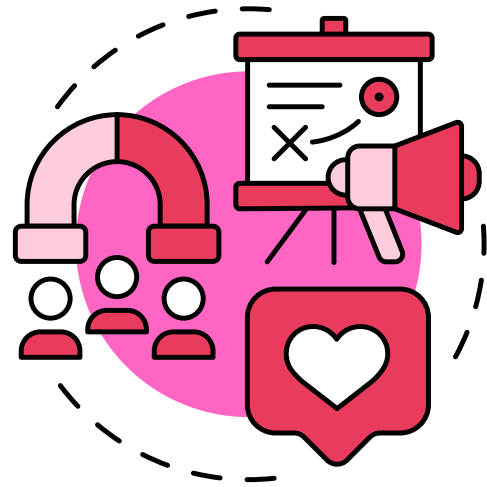
Introduction

Welcome to the Robert R. Jones Public Library's Strategic Plan.

This document serves as a road-map for our library's future, outlining our goals and strategies to better serve our community.

As we look ahead, our focus is

on fostering a welcoming environment, expanding our resources and services, and ensuring accessibility for all.



At the heart of our mission is the commitment to community engagement and lifelong learning. We recognize the evolving needs of our patrons and strive to provide programs and services that reflect the diverse interests and needs of our community members. From early literacy initiatives to senior programming, our aim is to support learning and growth at every stage of life.

Our strategic plan is a result of extensive research, community feedback, and collaborative planning. It reflects our dedication to innovation and adaptability in a rapidly changing world. By investing in technology, enhancing our physical spaces, and expanding our outreach efforts, we aim to create a library that is not only a repository of knowledge but also a vibrant hub for community connection and creativity.

We invite you to join us on this journey as we work together to make the Robert R. Jones Public Library a cornerstone of our

community. Thank you for your continued support and participation in shaping the future of our library.

Mission Statement

The mission of the Robert R. Jones Public Library is to connect people with information, ideas, and experiences to provide enjoyment, enrich lives, and strengthen community.

Vision Statement

The vision of the Robert R. Jones Public Library is to create opportunities to discover, connect, and inspire. The Robert R. Jones Public Library will provide access to the universe of information, and especially that information which is of immediate relevance and interest to the community it serves.

The Process

The development of the Robert R. Jones Public Library's Strategic Plan was a comprehensive and inclusive process that spanned several months, involving a diverse range of stakeholders. This methodical approach ensured that the plan is not only reflective of the community's needs but also positioned to guide the library effectively into the future.

Fall 2023: Focus Groups

The process began in the Fall of 2023 with a series of focus groups, aimed at gathering in-depth qualitative data. These discussions provided a platform for participants to share their experiences,

aspirations, and concerns regarding the library's services and role in the community. These sessions allowed us to gather valuable insights directly from patrons, staff, and stakeholders about their needs, expectations, and visions for the library's future.

April 2024: Community Survey

To build on the feedback from the focus groups, we designed and distributed a comprehensive community survey in April 2024. The survey was made available both online and in print, ensuring accessibility for all members of the community. Questions covered a wide range of topics, including current library usage, desired programs and services, and the overall perception of the library's impact. The survey responses were instrumental in validating the themes that emerged from the focus groups and in uncovering additional needs and opportunities that may not have been fully explored during the discussions.

May 2024: Market Research Evaluation

This step involved analyzing demographic data, community trends, and other relevant factors that would impact the library's services and growth over the next several years. By integrating this data, we were able to tailor our strategies to better meet the evolving needs of our community.

August 2024: Approval of the FY 2025-2029 Strategic Plan

After synthesizing the findings from the focus groups, community survey, and market research, the Strategic Plan was drafted and refined. The board passed the plan, setting the course for the library's growth and development over the next several years.

Partner with the Community

Objective: Increase Collaboration with Local Schools

Target: Develop and implement 2-3 joint programs annually with Bicentennial Elementary School and other local institutions, ensuring continual collaboration and engagement throughout the duration of the Strategic Plan.

Action Plan:

- Coordinate with school administrators to identify areas of mutual interest.
- Schedule regular meetings to plan and organize events.
- Promote these programs through both school and library communication channels.



Measurable Outcomes:

- Number of joint programs conducted.
- Participant attendance at each event.
- Feedback collected from students and teachers to assess program impact.

Partner with the Community

Objective: Enhance Visibility at Community Events

Target: Participate in a minimum of four major community events annually by the end of 2025.

Action Plan:

- Create a community engagement calendar to plan and track event participation.
- Assign staff or volunteers to manage the library's presence at each event.
- Develop engaging activities or information booths tailored for each event to attract and inform attendees.



Measurable Outcomes:

- Number of community events attended annually.
- Level of community engagement at these events, measured by surveys, sign-ups, or direct feedback.
- Increase in library membership or usage following participation in community events.

Partner with the Community

Objective: Foster Partnerships with Local Businesses and Organizations

Target: Establish ongoing partnerships with at least five local businesses and organizations to offer collaborative programs and services by 2026.

Action Plan:

- Identify potential local businesses and organizations that align with the library's mission.
- Outline the mutual benefits of partnership for both the library and potential partners.
- Schedule and conduct partnership meetings to discuss and formalize collaboration.
- Launch collaborative initiatives, such as workshops, informational sessions, or resource-sharing programs.



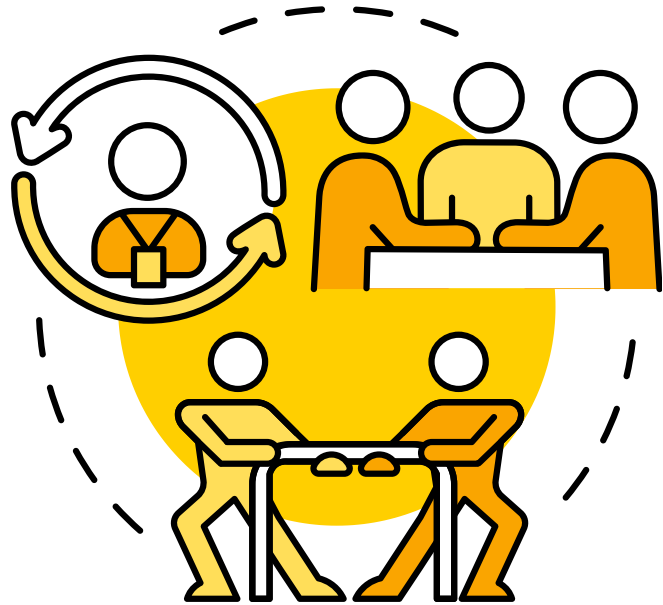
Measurable Outcomes:

- Number of partnerships formed by 2026.
- Variety and number of collaborative initiatives launched through these partnerships.
- Participant satisfaction and feedback from those involved in or benefiting from the collaborative programs.

Partner with the Community

Objective: Expand Community Communication Channels

Target: Develop and maintain at least three new communication channels by the end of 2025 to keep the community informed about library activities and resources.



Action Plan:

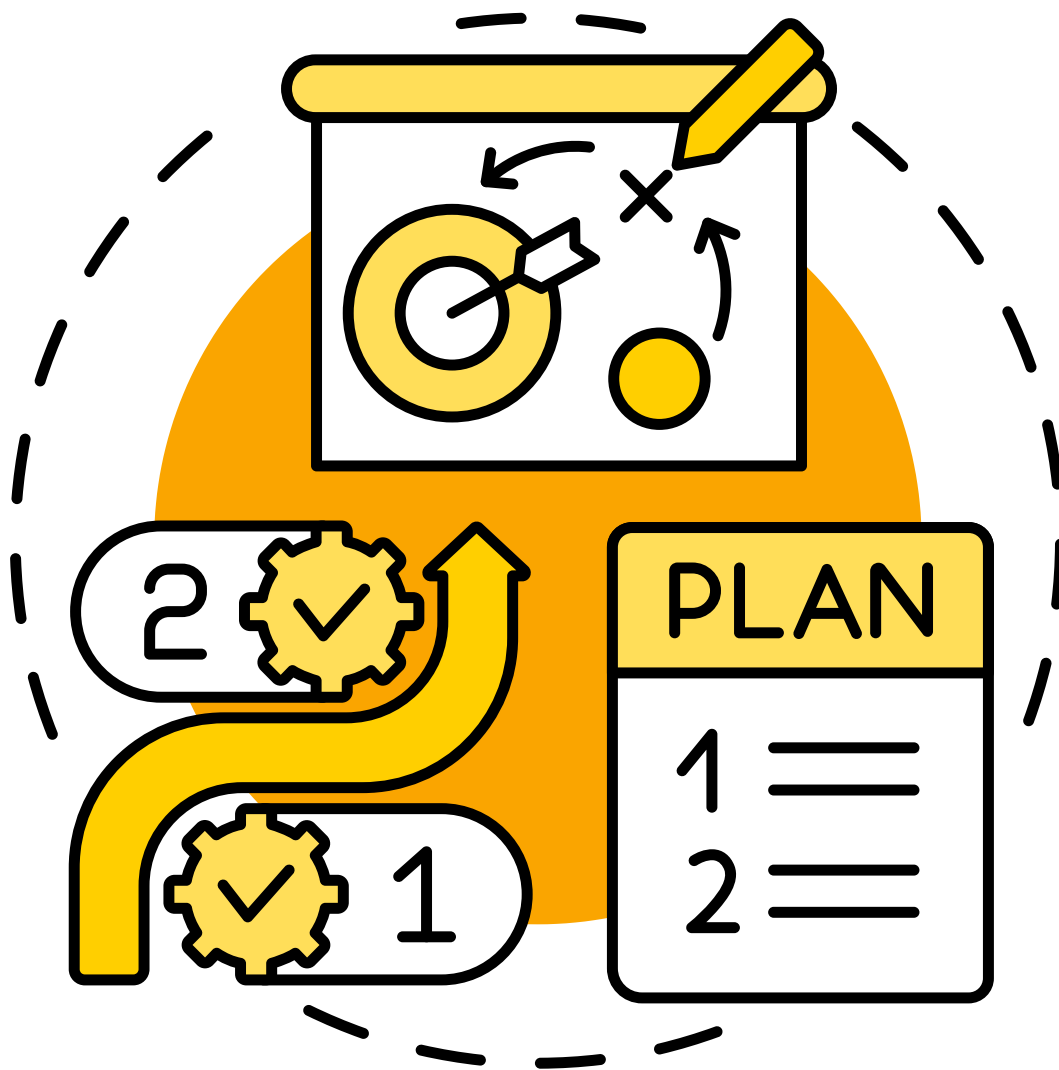
- Design and implement targeted communication strategies tailored to different segments of the community.
- Launch a monthly email newsletter that highlights upcoming events, new resources, and library news.
- Establish a community bulletin board within the library to share information about library programs and community events.
- Develop a dedicated social media presence across multiple platforms to reach a broader audience, regularly updating content to keep followers engaged and informed.
- Monitor and analyze engagement metrics across all channels to continuously refine and improve communication efforts.

Measurable Outcomes:

- Growth in newsletter subscriptions and open rates over time.

Partner with the Community

- Increase in social media engagement statistics, including likes, shares, comments, and follower count.
- Higher attendance or participation rates in library events and programs, attributed to enhanced communication efforts.
- Positive feedback from community members about the accessibility and usefulness of the new communication channels.



Become a Resource Hub

Objective: Develop Comprehensive Information and Referral Services

Target: Establish a comprehensive information and referral service by mid-2026, designed to connect residents with local services, government programs, and community resources.

Action Plan:

- Compile a detailed directory of local services, government programs, and community resources.
- Ensure the directory is regularly updated to reflect the most current information available.
- Train library staff to effectively assist patrons with referrals, including how to navigate the directory and provide personalized assistance.
- Develop and maintain an easily accessible online resource guide that patrons can use independently to find information and services.
- Promote the referral service through library communication channels, ensuring community members are aware of the available support.



Become a Resource Hub

Measurable Outcomes:

- Number of referrals made through the service.
- Patron feedback on the effectiveness and usefulness of the referral services, collected via surveys and direct feedback.
- Increased awareness and utilization of community resources.



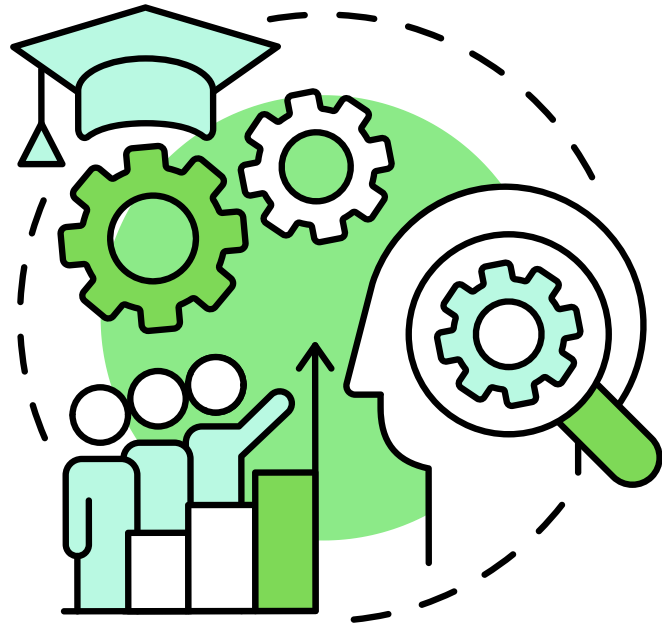
Become a Resource Hub

Objective: Enhance Educational and Skill-Building Programs

Target: Launch at least five new educational and skill-building programs annually by the end of 2025, catering to various age groups and interests.

Action Plan:

- Identify key educational needs and interests through community surveys and feedback mechanisms.
- Partner with local experts, educators, and organizations to develop and deliver a range of workshops and classes.
- Schedule and promote regular program evaluations to ensure that programs remain relevant, engaging, and of high quality.
- Develop a structured calendar of programs to ensure consistent and diverse offerings throughout the year.



Measurable Outcomes:

- Number of new educational and skill-building programs launched each year.
- Attendance and participation rates for each program, tracked and analyzed regularly.
- Participant feedback collected through surveys and evaluations,

Become a Resource Hub

focusing on satisfaction and learning outcomes.

- Assessment of participant skill development and knowledge acquisition, measured through follow-up evaluations or practical applications.



Become a Resource Hub

Objective: Improve Physical and Virtual Accessibility to Library Resources

Target: Complete a comprehensive accessibility audit of the library's physical spaces and web-based properties by the end of 2026, to identify and address barriers for patrons with diverse needs and preferences.

Action Plan:

- Conduct a detailed accessibility audit of the library's physical spaces, including entrances, restrooms, and service areas, as well as web-based properties such as the library's website and digital resources.
- Develop and implement a strategic action plan based on the audit findings, focusing on addressing identified barriers and ensuring compliance with ADA standards and web accessibility best practices.
- Enhance the library's website to improve navigation and resource discovery, integrating assistive technologies such as screen readers, text-to-speech, and adjustable font sizes.
- Train library staff on accessibility best practices, including the use of assistive technologies and how to assist patrons with different accessibility needs effectively.



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- Monitor progress and make ongoing adjustments to ensure continuous improvement in accessibility.

Measurable Outcomes:

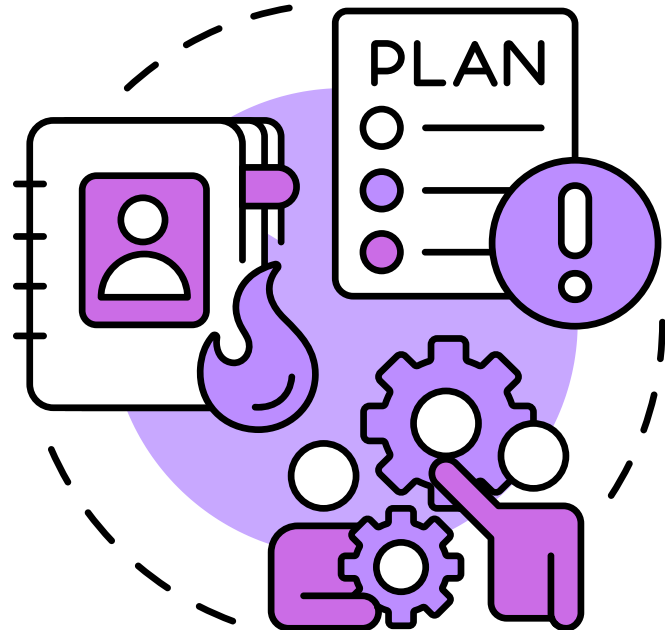
- Completion of the accessibility audit by the end of 2026.
- Number and percentage of identified accessibility barriers addressed and resolved by the end of 2027.
- Usage statistics for accessible resources and web properties, including tracking improvements in patron engagement and resource utilization.
- Feedback from patrons with accessibility needs, collected through surveys and direct input, regarding the effectiveness of the improvements made.



Improved Internal Processes

Objective: Implement a Comprehensive Staff Development and Engagement Program

Target: Establish a robust staff development and engagement program by the end of 2025, encompassing regular training, structured performance evaluations, and employee recognition initiatives.



Action Plan:

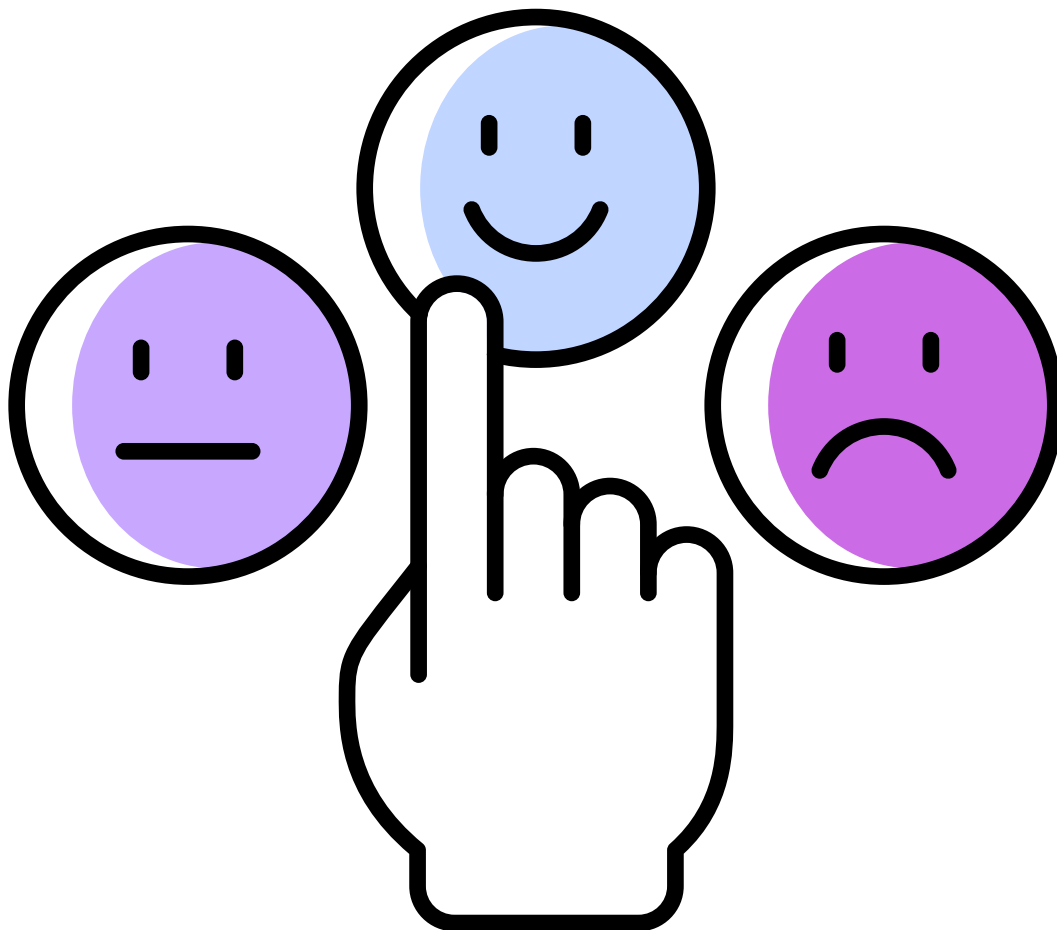
- Develop a detailed staff training calendar that includes key areas such as customer service, technology, library management, and other relevant topics.
- Establish a structured performance evaluation system to provide regular feedback, set goals, and identify areas for professional growth.
- Launch a bi-monthly employee recognition program to acknowledge and reward outstanding performance and contributions.
- Ensure ongoing communication and support to staff, including regular meetings and opportunities for feedback.

Measurable Outcomes:

- Number of training sessions conducted annually and the

Improved Internal Processes

- diversity of topics covered.
- Improvement in employee performance as measured by performance evaluations and goal achievement.
- Staff satisfaction and engagement levels assessed through regular surveys, including feedback on training effectiveness and recognition programs.
- Tracking of participation in recognition programs and the impact on staff morale and productivity.



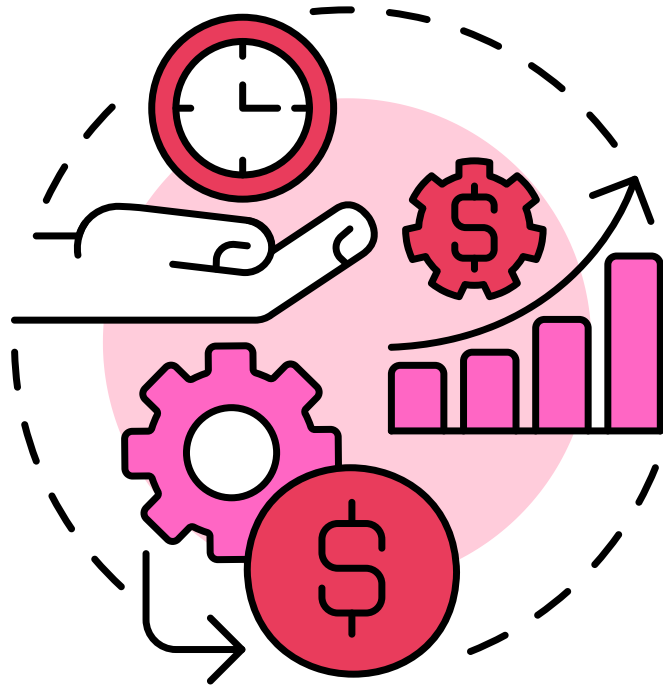
Improved Internal Processes

Objective: Optimize Budget Management and Fundraising Efforts

Target: Increase the library's annual budget by maintaining current grants and increasing grant applications to optimize budget management and enhance fundraising efforts by the end of 2027.

Action Plan:

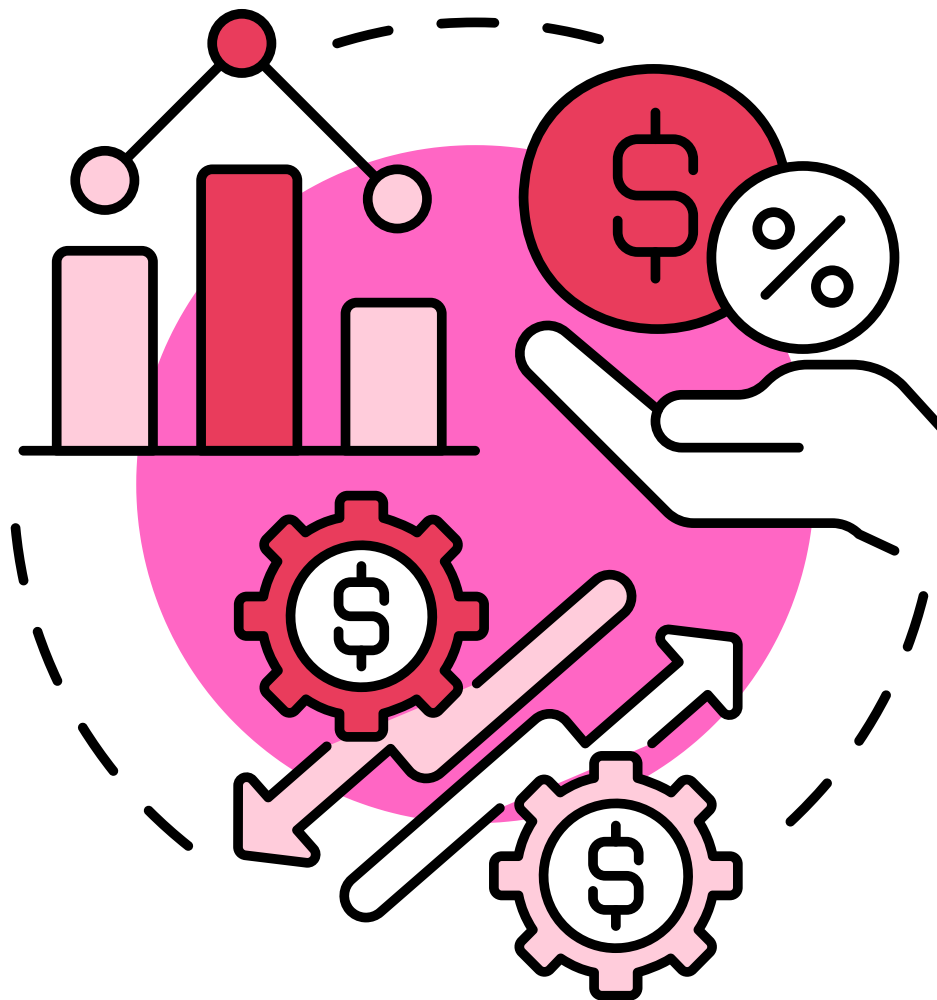
- Conduct a comprehensive review of current budget allocations to identify potential savings and areas for cost-efficiency improvements.
- Implement financial management software to streamline budget tracking, financial reporting, and decision-making processes.
- Develop and execute a strategic fundraising plan that includes:
 - **Grant Applications:** Increase the number and quality of grant applications to secure additional funding.
 - **Community Donations:** Enhance community outreach efforts to encourage donations from local individuals and businesses.
 - **Partnership Opportunities:** Explore and establish partnerships with local organizations and businesses to create mutually beneficial funding and support opportunities.



Improved Internal Processes

Measurable Outcomes:

- Increase in the annual budget as a result of improved budget management and enhanced fundraising efforts.
- Number and amount of successful grant applications secured each year.
- Total funds raised through community donations and partnership opportunities, tracked and analyzed annually.



Improved Internal Processes

Objective: Enhance Collection Diversity and Modernity

Target: Increase the diversity and modernity of the library's collections by reflecting community interests and needs, and complete a comprehensive diversity audit by the end of 2026.

Action Plan:

- **Diversity Audit:** Conduct a thorough audit of current collections to assess diversity and identify gaps or areas needing improvement.
- **Gap Analysis:** Use audit results to pinpoint specific areas for enhancement, ensuring the collection better reflects the community's diverse interests and needs.
- **Patron Request System:** Establish a system for patrons to request new materials, helping to tailor the collection to community preferences and emerging trends.
- **Budget Allocation:** Allocate a portion of the budget specifically for acquiring diverse and contemporary materials, supporting both the diversification and modernization of the collection.
- **Regular Reviews:** Implement a schedule for ongoing reviews of the collection to monitor progress, assess the effectiveness of new acquisitions, and make necessary adjustments.



Improved Internal Processes

Measurable Outcomes:

- Completion of the diversity audit by the end of 2026.
- Number of new, diverse, and contemporary items added to the collection each year.
- Circulation statistics for newly acquired materials, indicating usage and relevance.
- Patron satisfaction surveys assessing the variety and relevance of the library's collections, gathered regularly to gauge community response and adjust strategies accordingly.

