MARTIN COUNTY LIBRARY SYSTEM

2022 SERVICES PLAN

Inform, Inspire, Connect

Contents

Purpose

This plan is written to guide the staff of the Martin County Library System from October 2021 to September 2022.

Introduction

Since 2012, the Martin County Library System has made significant strides in enhancing technology for patrons and staff, improving staff training and culture, and developing and implementing new services. We are well known for our events as well as our classes and workshops. Our collection needs to be enhanced and our services need to be marketed to potential users.

In 2023, we envision a Library System that has the collections, technologies, and skilled staff to creatively engage our visitors so that we can learn together. We will provide traditional services such as readers' advisory, source evaluation, and reference as well as new services like book club kits and collection services to assisted living facilities.

Vision

We inform and inspire.

Mission

We connect with people to create learning opportunities that improve individuals and communities.

Values

   I.   We believe that libraries empower communities.
   II. We value people over things.
   III. We strive to do better.

Martin County Library Strategic Goals

1. Maintain existing services by investing in staff and collection development

I.   Annually maintain and improve staff core competencies as measured by staff development hours and training assessments.
   a. Action: Consistently hire new staff based on internal motivation, empathy, and soft skills.
   b. Action: Regularly gather positive and negative feedback at staff one-on-one meetings, volunteer communication meetings, and all points of customer service to guide staff development.
   c. Action: Periodically deliver effective training sessions based on assessed needs.
   d. Action: Assess training sessions and employee progress for competence and retention.
   e. Action: Annually review and revise core competencies.

II. As measured quarterly by on-desk times, phone calls, and one-on-one appointments, increase the amount of time we are available so we can connect with people.
   a. Action: Continue to plan and facilitate in-reach events and lobby networking.

III. Balance collections between locations by redistributing and adding materials to meet local interests as shown in quarterly collection data.
   a. Action: Continually assess the collections of each branch and identify gaps.
   b. Action: Regularly coordinate the distribution of items at locations to meet the needs of specific communities.
   c. Action: By October 2022, create a shelving plan and budget to accommodate these collections.

IV. Increase the total collection count so at least two (2) volumes are available per weighted population by 2023.
   a. Action: Annually review and revise the Collection Management Guidelines.
   b. Action: By October 2022, secure funding to purchase and maintain the size of the library collection while also deselecting outdated materials.
   c. Action: Periodically coordinate with the collection task force and Branch Managers to fill collection gaps and quickly add needed titles.

Measure Staff Development: Based on monthly staff development data, the Martin County Library System staff will receive at least 3,000 hours of continuing education and/or training per year of which at least 600 hours (20%) will be technology training.

Measure Customer Satisfaction: Based on the Martin County Library System's surveys, 90% of the respondents will rate the customer service skills of Library staff as good or excellent.

Measure Collection Quality: Based on the Martin County Library System's annual survey, 85% of the respondents will rate the Library's collection of materials as good or excellent.

Measure Collection Size: Based on monthly collection data, the Martin County Library System will maintain or exceed a collection size of two (2) volumes per weighted population.

2. Creatively engage and serve the growing aging population

I. Provide easily accessible and adaptable reading, listening, and viewing materials for our aging population such that by December 2022 we have communicated to all assisted living organizations and 50% are utilizing these services.
   a. Action: By January 2023, assess and review deliverables to determine if we've met or closed the gap.

II. By December 2021, train staff to recognize the sensitivities and needs of our aging population, to communicate compassionately, and to provide respectful referrals in order to enhance the delivery of our services.
   a. Action: Each October and July (coinciding with the fiscal years of our partners), review training topics pertinent to the sensitivities and needs of our aging population: Sensitivity training, Dementia Friendly Community program, Americans with Disabilities Act (ADA) compliance.
   b. Action: Continue quarterly provider and partner trainings at volunteer communication meetings and at branches with staff training prior to lobby networking.
   c. Action: Each June and December, review sensitivity and ADA training during branch visits.

III. Expand outreach services by 25% to provide technology instruction to assisted living facilities or other community centers by end of March 2021
   a. Action: By July 2022, analyze the survey and post assessment results and conduct a gap analysis to plan for additions.

IV. Expand the current patron interaction experience by 25% such that patrons inform the library of and drive content for readers' advisory, collection development, and programming related to books such as book clubs and book swap groups.
   a. Action: Implement booktalks into assisted living facility visits by March 2022 and establish booktalks in up to four (4) assisted living locations by July 2022.

V. Expand current offerings to new users by providing three (3) program categories that appeal to and serve the growing aging population.
   a. Action: Determine what kinds of programs should be offered (e.g., memory and brain exercise classes, caregiver support classes, etc.) using event evaluations and quarterly surveys of professional caregivers and seniors.
   b. Action: By April 2022, create three (3) new programs based on surveys and deliver to the public by September 2022.

VI. Expand by 20% the number of programs and recorded events available for use by patrons unable to physically access the Library.
   a. Action: By April 2022, add three (3) new programs.

Measure Registration: Based on active user data, the Martin County Library System will maintain registered members at 60% of Martin County's weighted population.

Measure Outreach: Based on program surveys, 60% of respondents will indicate their technology needs were met or enhanced; based on online platform usage, we will see a proportional increase in usage.

Measure Public Skills: Based on the Public Library Association's Strategic Planning for Results, 90% of respondents to the Martin County Library System's event evaluation surveys will indicate that they learned a new skill as a result of attending one or more library programs.

3. Communicate existing and new services with a few consistent messages

    I.   Use increased public service coverage hours to promote our online services at community events, library events, service desks, and through social media.
- a. Action: Annually collaborate with community organizations to update and implement the Library Marketing Plan.
- b. Action: Annually clarify available funding in the Library Marketing Plan.
- c. Action: Support a Library Marketing Team to guide the implementation of the Marketing Plan.

    II.   Clarify a small number of messages per season to be delivered to specific audiences.
- a. Action: Consistently share all press releases and other marketing initiatives with staff prior to publication.
- b. Action: At monthly branch visits, review and refine all internal and external communications for simplicity and consistency.

    III.   Collaboratively review projects to grow, evolve, or retire them.
- a. Action: Pursue three (3) new Library projects each fiscal year so we can have the capacity for additional opportunities and other County departments' projects.
- b. Action: Annually design survey questions to assess patron familiarity with recent initiatives and services.
- c. Action: Following the annual customer satisfaction survey, review existing projects and decide which to retire or modify.

Measure Clarity of Library Services: Based on the Martin County Library System's surveys, 30% of respondents will indicate that they have heard of recently promoted services.

4. Sustain technology improvements to provide public access and support digital literacy instruction

    I.   Provide circulating and non-circulating technologies that are current and easy to use.
- a. Action: Annually review the Event Evaluation form for Technology Classes and One-on-One Technology Appointments to assess and improve technologies.
- b. Action: Annually replace circulating equipment that is over three (3) years old.

    II.   Upgrade lighting and sound equipment in meeting rooms.
- a. Action: By October 2021, create and implement a plan for renovation and lifecycle replacement of meeting room equipment.

    III.   Proactively educate staff and patrons in the use of technologies as measured by staff technology training hours and patron class assessments.

a. Action: Annually assess community needs for technology resources; target our aging population, residents with disabilities, residents who do not speak English, teens, and working families.

b. Action: Collaborate with Adult Services Team to develop and implement classes using consistent curriculum, instruction, and assessment.

c. Action: Seasonally recruit and train staff, interns, or volunteers to assist staff as they provide technology services.

d. Action: Continue one-on-one technology appointments and seek opportunities for outreach services.

IV. Make downloadable collections, equipment, and traditional library materials more discoverable and accessible for existing and potential patrons.

a. Action: Maintain catalog records of all equipment to create an inventory for staff.

b. Action: Investigate library catalog user experiences and recommend alternatives to improve usability and findability.

Measure Staff Development: Based on monthly staff development data, the Martin County Library System staff will receive at least 3,000 hours of continuing education and/or training per year of which at least 600 hours (20%) will be technology training.

Measure Technology: Based on the Martin County Library System's surveys, 80% of the respondents will rate library technology resources as good or excellent.

Measure Technology Services: Based on the Martin County Library System's surveys, 80% of the respondents will rate their access to technology-related services as good or excellent.

Martin County Library Action Summary

ID	Project Name	2021 1H	2021 2H	2022 1H	2022 2H	2023 1H	2023 2H
1	**Maintain existing services**						
1.1	Core competencies		▓	▓	▓	▓	▓
1.2	Increase public services hours		▓	▓			
1.3	Balance collections	▓	▓	▓	▓		
1.4	Increase collections		▓	▓			
2	**Services for the aging**						
2.1	Enhance collections		▓	▓		▓	
2.2	Staff training		▓		▓		▓
2.3	Technology outreach			▓		▓	▓
2.4	Readers' services		▓	▓	▓	▓	▓
2.5	Event development		▓	▓			▓
2.6	Offsite and online access						▓
3	**Communicate**						
3.1	Library Marketing Plan		▓	▓		▓	
3.2	Clarify messages		▓	▓			
3.3	Grow, evolve, or retire projects			▓		▓	
4	**Technological infrastructure**						
4.1	Keep technology current		▓	▓		▓	
4.2	Curriculum, instruction, review		▓	▓	▓		
4.3	Catalog and discovery					▓	▓

Note: 1H indicates the first half of the fiscal year (October-March)

2H indicates the second half of the fiscal year (April-September)