

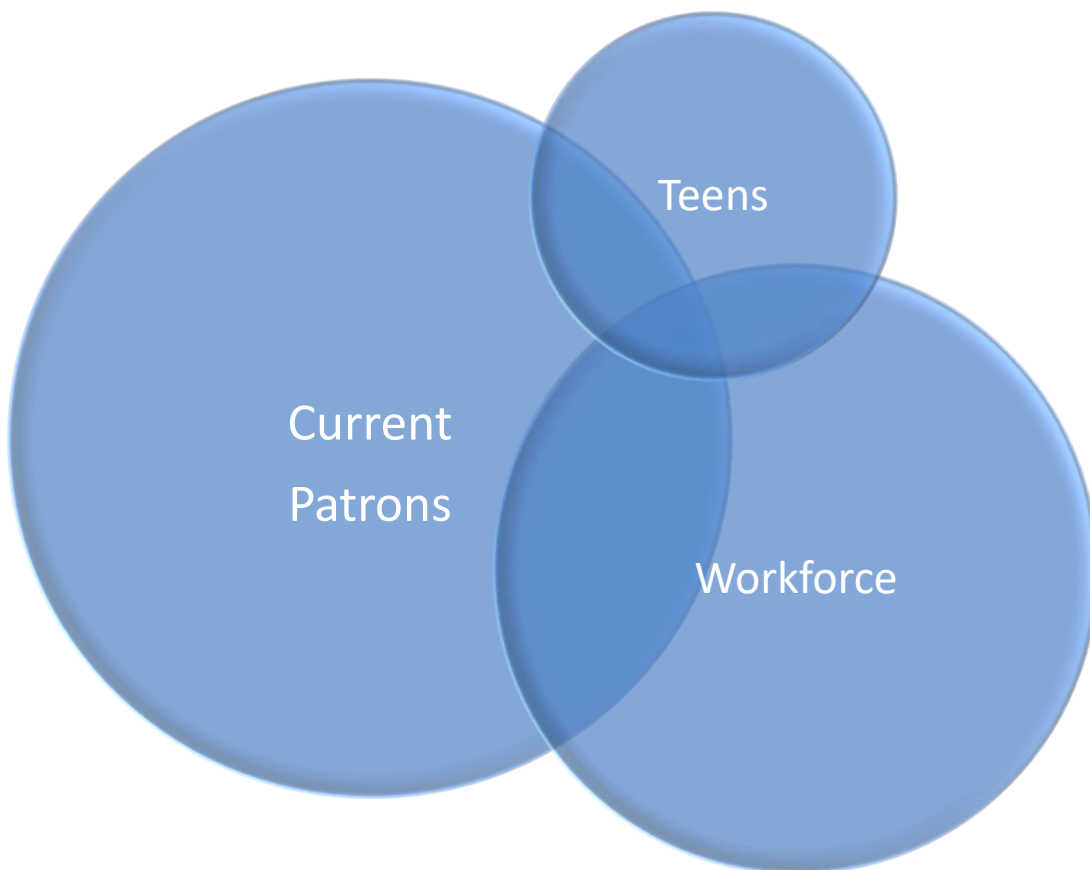
MARTIN COUNTY LIBRARY SYSTEM

2019 SERVICES PLAN

Learning with you every day

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Purpose

This plan is written to guide the staff of the Martin County Library System.

Vision

We inform and inspire every visitor.

Mission

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

Values

- I. We believe that learning how to use a library creatively will empower your life.
- II. We value people over things.
- III. We value striving to do better.

Martin County Library Strategic Initiatives

1. Keep current patrons happy.

Our first initiative is to continue, enhance, and adjust our successful services.

- I. Goal: Maintain and improve staff core competencies.
 - a. Action: Hire new staff based on empathy and soft skills
 - b. Deliver training sessions based on previously assessed needs
- II. Goal: Increase the amount of time we are available so we can better connect with people.
 - a. Action: Plan and facilitate inreach events for underserved groups rather than planning events.
- III. Goal: Balance collections between locations.
 - a. Action: Finalize the distribution of items at locations to best meet the needs of specific communities.
- IV. Goal: Increase collections to meet levels of service.
 - a. Action: Coordinate to fill teen and workforce collection

Measure Staff Development: 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 annual survey, 95% 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 by fiscal year 2019-2020.

Measure Collection Size: Based on the Florida Library Association Standards for Florida Public Libraries, the Martin County Library System will maintain a collection size at an Essential Level of 2 volumes per weighted average population.

2. Identify relevant services to meet the needs of teens and adults in the workforce.

Our second initiative is to identify and promote services for teens and the business population that includes employers, employees, and potential employees.

- I. Goal: Capture metrics and behaviors of teens to match services to their needs.
 - a. Action: Collaborate with schools to identify what teens want from us rather than what we think they need
 - b. Action: Develop and publish a Teen Services Policy
- II. Goal: Capture metrics and behaviors of adults in the workforce to match services to their needs.
 - a. Action: Participate in community leadership organizations to improve or promote existing services.

- III. Goal: Focus on improving people's lives by providing the tools needed to make informed decisions.
 - a. Action: Develop curriculum and provide information literacy so residents seeking to become better employees, parents, or leaders can acquire these tools.
 - b. Action: Create fact sheets or talking points for to support our marketing plan.
 - c. Action: Use these fact sheets for teen services and workforce webpages/pathfinders

Measure Registration: The Martin County Library System will maintain registered members at 60% of Martin County's weighted average population.

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

Measure Role of Library: Based on the Martin County Library System's annual survey, 95% of the respondents will indicate that the Library plays an essential role in achieving their personal goals.

Measure Economic Wellbeing: Based on the Martin County Library System's annual survey, 75% of the respondents will indicate that the Library improves the economic wellbeing of Martin County.

3. Do what we communicate and communicate what we do

Our third initiative is to communicate existing and new services with a few consistent messages.

- I. Goal: Use increased public service coverage hours to promote our services to teens and a current and potential workforce.
 - a. Action: Collaborate with community organizations to update and implement the Library Marketing Plan.
- II. Goal: Clarify a small number of messages per season to be delivered to specific, duplicated audiences.
 - a. Action: Collaborate to review and refine all internal and external communications for simplicity and consistency.
 - b. Action: Increase marketing funds through various sources or reallocation to deliver our messages outside existing channels.
- III. Goal: Collaboratively review projects to grow, evolve, or retire them.
 - a. Action: Decide which projects or services to retire.

Measure Clarity of Library Services: Based on survey and interview results, 75% of respondents will indicate their familiarity with recent library initiatives and services.

4. Maintain technological infrastructure

Our Fourth initiative is to plan to sustain technology improvements to both provide public access and support digital literacy instruction.

- I. Goal: Provide circulating and non-circulating technologies that are current and easy to use.
 - a. Action: Replace circulating equipment so that nothing is more than three (3) years old.
 - b. Action: Collaborate with the Information Technology Services (ITS) Department and the Adult Services Team to interdependently transition from Windows 7 to Windows 10.
- II. Goal: Proactively educate staff and patrons in the use of technologies.
 - a. Action: Continue one-on-one technology appointments and seek opportunities to improve the process.
 - b. Action: Add a Digital Literacy Specialist position to support staff and the public as they learn digital skills.
 - c. Action: Shift event money from traditional programming to technology events.

Measure Staff Development: 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 annual survey, 85% of the respondents will rate library technology resources as good or excellent.

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

Martin County Library Action Summary

ID	Project Name	2018 1H	2018 2H	2019 1H	2019 2H	2020 1H	2020 2H
1	Keep current patrons happy						
1.1	Core competencies						
1.2	Increase public services hours						
1.3	Balance collections						
1.4	Increase collections						
2	Combine existing services						
2.1	Assess teens						
2.2	Assess adult workforce						
2.3	Information literacy curriculum						
2.4	Online events						
3	Communicate						
3.1	Library Marketing Plan						
3.2	Clarify messages						
3.3	Increase marketing funds						
3.4	Grow, evolve, or retire projects						
4	Technological infrastructure						
4.1	Keep technology current						
4.2	Assess technology needs						
4.3	Curriculum, instruction, review						
4.4	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)