MARTIN COUNTY LIBRARY SYSTEM

LONG RANGE SERVICES PLAN
2021-2023

Inform, Inspire, Connect

www.library.martin.fl.us

Contents

Purpose

This plan is written to guide the staff of the Martin County Library System from October 2020 to September 2023. For greater detail, an annual services plan will be created each fiscal year.

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. To improve, 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 experiences for our residents.

Vision

We inform and inspire everyone.

Mission

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

Values

    I.   We value people over things.
   II.   We strive to do better.
 III.   We believe that library staff and resources empower communities.

Martin County Library Strategic Goals

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

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: Develop a system to measure and review systemwide on-desk hours.
   b.   Action: Continue to plan and facilitate in-reach events and lobby networking.
   c.   Action: Plan for increased telephone and email service requests.

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

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   a.   Action: Secure funding to purchase and maintain the size of the library collection while also deselecting outdated materials.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

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, 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 surveys, 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.
   a.   Action: Assess the needs of our community and the assisted living community on what Library resources are needed and how to get materials to them.
   b.   Action: Identify and implement the deliverable service(s) to provide appropriate materials.
   c.   Action: Assess and review deliverables to determine if we've met or closed the gap.

II.   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: 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: Complete Dementia training during Staff Day.
   c.   Action: Continue quarterly provider and partner trainings at volunteer communication meetings and at branches with staff training prior to lobby networking.
   d.   Action: Each June and December, review sensitivity and ADA training during branch visits.
   e.   Action: Create a core competency document for referrals and training summary.

III. Expand outreach services to provide technology instruction to assisted living facilities or other community centers.
   a.   Action: Connect with assisted living facilities to ask what their top two (2) technology instruction needs are to include hosting capacity, class versus individual preference, and equipment needs.
   b.   Action: Create curriculum for two (2) classes to meet the instruction needs.
   c.   Action: Assess staffing and volunteer capacity to implement Train the Trainer.
   d.   Action: Deliver two (2) classes of technology instruction with pre-assessment.
   e.   Action: Create a tab on the website for outreach services and have a form for assisted living facilities or other community centers to request technology classes.
   f.   Action: Analyze the survey and post assessment results and conduct a gap analysis to plan for additions.

IV.   Expand the current patron interaction experience 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: Establish baseline patron interaction data.
   b.   Action: Add social media posts that engage patrons to suggest titles and subjects for the collection into the social media editorial calendar.

      c.   Action: Implement book and media displays in libraries focused on topics of interest to our aging population so that library displays are based on these topics.

      d.   Action: Create paper and online forms for requesting subject or topical interests for addition to the collection.

      e.   Action: Expand book swap groups and begin review of readers' advisory list resources.

      f.   Action: Promote enhanced book club kits as readers' advisory for book clubs, patrons, and agency partners.

      g.   Action: Implement booktalks into assisted living facility visits.

V.   Expand current offerings to new users by providing programs that appeal to and serve the growing aging population and caregivers.

      a.   Action: Survey professional caregivers and seniors to help determine what experiences should be offered.

      b.   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.

      c.   Action: Plan programs based on surveys and deliver to the public.

      d.   Action: Expand the number of programs and recorded events available for use by patrons unable to physically access the Library.

Measure Registration: Based on active user data, the Martin County Library System will maintain registered members at 62% 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 New Collections: Based on circulation reports and purchasing records, the Library has increased the collection of readers' interests so there are at least 25% more opportunities for patrons to access reading suggestions and 25% of collection development is led by patron suggestions.

Measure Public Skills: Based on the Martin County Library System's surveys, 90% of respondents 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 customer satisfaction surveys, 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: Create and implement a plan for lifecycle replacement of public copiers and Radio Frequency Identification (RFID) technologies.

  c. Action: Annually replace circulating equipment that is outdated.

II. Upgrade lighting and sound equipment in meeting rooms.

  a. Action: Create a plan for renovation and lifecycle replacement of meeting room equipment.

  b. Action: Prioritize State Aid and County equipment funds for this plan.

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 improvements for 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, 85% 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.