

# **CAMPBELL COUNTY PUBLIC LIBRARY**

## **FIVE-YEAR PLAN**

**Fiscal Years 2010-2015**

The Campbell County Public Library, as part of a comprehensive plan to provide adequate and improved library services to the citizens of the County, has identified the needs and concerns of the Library in six major areas. The Five-Year Plan has been developed to guide the Library Board of Trustees, Director and staff in the achievement of goals in these six areas. Every year the plan and goals will be re-evaluated and objectives established in support of each area. A brief three-year Technology Plan will be incorporated into the overall Five-Year Plan.

### The Six Major Planning Areas

Technology

Facilities

Policies and Procedures

Collections

Personnel

Public Relations and Outreach

Foundation

Approved: Library Board of Trustees, March 15, 2010  
Elizabeth Keaton, Chairperson Date

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### **TECHNOLOGY Goals & Objectives**

To maintain and update the library network and servers as needed:

- Continue to work collaboratively with County IT staff (ongoing)

To manage hardware acquisition and replacement policies:

- Follow replacement schedule indicated by County IT for staff and public machines (Ongoing)
- Acquire an additional public workstation for each library (2010)
- Acquire 5 additional laptops for mobile computer learning lab (2011)
- Provide privacy screens on all public computers (2011)

To manage software acquisition, upgrade, and operations:

- Upgrade the Windows operating software as newer versions become available (Ongoing)
- Provide assistance for the public on new circulation software as needed (Ongoing)
- Follow County standard on upgrades of administrative use software (Ongoing)
- Upgrade TLC LS circulation software to most current version, per 3 year TLC contract (annually through 2012)
- Obtain digital acquisitions module for improved staff efficiency and duty replication (2010)

To maximize public and staff use of technology:

- Maintain Library Website (ongoing)
- Establish Library Staff website for staff information, development and networking (2011)
- Implement special interest workshops for the public in use of Internet (ongoing)
- Implement computer literacy education opportunities at all branches (on-going)
- Implement technology literacy programs at all branches (on-going)
- Include web address on all promotional materials (On-going)
- Continue "Tech Moments" at all staff meetings, introducing staff to new technologies (on-going)

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### **FACILITIES Goals and Objectives**

To Improve Facilities for the Timbrook Library:

- Work with Fundraising Consultant on Capital Campaign for potential new facility/conduct private fund-raising effort (on-going)
- Re-evaluate project plan timeline and establish short-term alternatives (ongoing)

To Update the Main Library:

- Replace carpet in Main Library (2014)
- Paint the interior of Main Library (2014)
- Explore options for repairing damaged exterior brickwork and possible expansion into this space for teen program area (2015)
- Maintain the landscape the front area of the library (on-going)

To Maintain the Staunton River Memorial Library — Ongoing

To Maintain the Patrick Henry Memorial Library — Ongoing

- Add baby-changing station to public restroom (2010)

### **POLICIES AND PROCEDURES Goals and Objectives**

To maintain and update Policy Manual - Ongoing:

- Review other library policy manuals
- Solicit suggestions from library staff and trustees
- Evaluate needs in each area of service and support
- Gather information on unwritten policies
- Compile previously written and approved policies
- Compose necessary new policy statements
- Review of new policy statements by staff
- Submit new policies for Board Approval
- Annually and as necessary review policies for revision

To complete a new Procedures Manual - Ongoing:

- Compose necessary new procedures
- Review of procedures by staff
- Review procedures for revision annually and as needed

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### Fiscal Years 2010-2015

To improve accountability and cooperation with County Government - Ongoing:

- Work with County staff on compliance with Accounting, Purchasing, and Personnel systems
- Insure compliance with County Policies and Procedures as stated on county web site

### COLLECTION Goals & Objectives

To review and conduct weeding projects based on statistics from automation system - Ongoing:

To maintain adult collection at Level II standards, appropriate to population - Ongoing:

- Improve quality and increase quantity of fiction and non-fiction collections through weeding and new purchases
- Update non-fiction to improve currency of collection
- Increase funding to maintain collection standards
- Utilize local expertise in subject areas
- Continue to increase Books on Tape and CDs at all branches
- Review magazine list annually for additions or deletions
- Explore purchase and circulation of DVDs

To create a fresh, visually attractive children's collection - Ongoing:

- Update and increase easy and juvenile books and YA at all branches
- Increase juvenile reference and non-fiction collections at all branches
- Weed collection, particularly non-fiction, to maintain quality and currency

To improve and promote reference collections at Main Library and branches - Ongoing:

- Explore cooperative efforts with local businesses to provide funding
- Encourage use of Internet and databases for reference
- Conduct a needs assessment survey to explore the needs of local educational institutions, businesses, and the general public
- Promote *www.Finditva.com* as a reference database to library patrons
- Update reference collection to ensure accurate information
- Provide staff and public training in use of reference books and databases

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### **PERSONNEL Goals and Objectives**

To develop a plan for continuing education and staff training - Ongoing:

- Establish areas of training and educational concern
- Research opportunities for training and education
- Plan for optimal use of financial and other resources
- Provide annual staff training, as a group and for individuals

To revise job descriptions to accurately reflect position's duties - Ongoing:

- Identify areas of change within positions
- Streamline positions to eliminate repetition of duties
- Revise job descriptions as needed
- Include technology requirements
- Submit changes to Human Resources for approval

To reclassify and upgrade salaries for designated positions - Ongoing:

- Review and rewrite job descriptions for designated positions on a continuously rotating schedule
- Submit changes to Human Resources for approval

To improve internal and external communication - Ongoing:

- Increase staff involvement in decision-making process
- Continue, and work to improve, staff meetings
- Work towards more efficient communications using new techniques and methods
- Schedule bi-monthly meetings of Professional/Branch Manager staff
- Establish staff website to raise communications levels

To increase staff as necessary to meet Level II standards - Ongoing:

- Evaluate need for professional staff at branches
- To increase branch staff
  - Add ½ circulation position at Rustburg Library (2012)
  - Fill Technology Librarian position (2011)

Follow County guidelines for staff evaluation and performance appraisal — Ongoing

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### **PUBLIC RELATIONS AND OUTREACH Goals and Objectives**

To improve community involvement - Ongoing:

- Continue formal volunteer program
- Support and encourage growth of Friends Groups
- Coordinate with local colleges to promote workforce development

To improve promotion of the library resources and programs - Ongoing:

- Increase use of local media
- Increase use of Recreation, Library and County newsletters
- Fully utilize school sources
- Maintain an up-to-date Library Website, which will be linked to the Campbell County website, and include an electronic quarterly newsletter
- Coordinate planning with other county departments and agencies to develop and implement programs
- Periodically conduct patron surveys
- Create an Annual Report at the close of each fiscal year
- Present Annual Report at Board of Supervisors meeting
- Pursue collaborative relationships with community organizations

To increase adult and children's programming - Ongoing:

- Identify, plan and execute adult programming responsive to current needs
- Encourage continued Friends support for special programs
- Maintain children's programs for different age levels and differing time frames to accommodate varied lifestyles
- Develop entertaining and educational Summer Reading Programs
- Apply for grants to subsidize additional programming
- Continue joint programming with other Campbell County Departments
- Develop an annual donor campaign to support programming needs
- Approach local businesses for donations

To work with Teachers and School Librarians to improve educational support - Ongoing:

- Provide public library information to teachers and school librarians
- Provide reading lists of local schools in the library for student use
- Visit school libraries during school year to promote programs being offered
- Purchase materials supporting the SOLs and home-schooling as budget allows
- Obtain curriculum schedule from teachers for upcoming homework and project assignments
- Cultivate collaborative relationships with public, private, and home school environments

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To increase hours, branches and delivery services - Ongoing:

- Increase evening hours as funding permits
- Evaluate and increase branch deliveries when feasible
- Evaluate electronic service delivery, specifically reference and circulation matters

To promote local government awareness and involvement with libraries - Ongoing:

- Provide annual statistical and progress report to Supervisors
- Increase Library involvement in County Comprehensive Planning
- Participate in Performance Initiative Team process
- Provide continuing education opportunities for the Library Board of Trustees on effective library advocacy
- Communicate directly with elected county, district and state level elected officials on library issues

### **Foundation Goals and Objectives**

To strengthen the Campbell County Public Library Foundation — Ongoing

- Serve as a non-profit organization to receive donations for the Campbell County Public Library to extend services funded by state and local governments
- Strengthen the leadership of the Board of Directors for the Campbell County Public Library Foundation as a long-term non-profit fundraising entity
- Recruit Foundation Board Members
- Hold nominations and elections of Foundation Board Officers
- Continually educate Foundation Board Members on the Campbell County Public Library System and its needs

To maintain relationships between the Library Staff and the Library Foundation — Ongoing

- Director shall serve as an ex officio member of the Library Foundation Board
- Provide reports at Foundation Board meetings of major programs and events of the Library System
- Keep Foundation Board Members informed of financial needs of the library
- Assist with annual fund raising drive
- Properly thank donors for their support of the CCPL Foundation and the libraries it supports
- Assist in planning annual trademark Foundation supported event
- Promote the relationship of the Library Foundation and the Library System at public meetings or media interviews
- Provide staff assistance with preparing the Foundation's annual financial report as is necessary