



**Planning for Results: The Danville Public Library's Five  
Year Plan**

**511 Patton Street  
Danville, VA 24541**

## Planning for Results: The Danville Public Library's Five Year Plan

### INTRODUCTION

This document contains the five-year plan for the Danville Public Library, covering the years 2011-2015. This plan builds upon the library's previous five year plan that was developed according to the guidelines specified in the book *The New Planning for Results: A Streamlined Approach*.

This plan continues to use the selected four core service responses: Commons, Current Topics and Titles, General Information, and Lifelong Learning. All of the goals and objectives listed in this plan are connected to these four service responses.

Some of the objectives listed in this plan are already underway, while others will eventually come to fruition. There are some objectives that will only happen if the necessary funding and personnel are allotted to the library. The library's staff will do their part to work toward the successful fulfillment of all goals listed in the plan.

The library will continue to focus on activities and services that benefit the community, as well as positioning itself as an important, integral part of the community. The achievement of the goals and objectives laid out in this plan will go a long way toward repositioning the library as a major component in the recreational and educational lives of area residents.

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### LIBRARY OVERVIEW

Components:	Main Library Westover Branch Library
Library Staff:	22 total staff members 9 part-time staff members 13 full-time staff members (4 professionals with M.L.S. degree) (1 M.L.S non-professional part-time)
Service Hours:	52 per week at the Main Library 39 per week at the Westover Branch Library

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### **DANVILLE PUBLIC LIBRARY MISSION STATEMENT**

The Danville Public Library, a division of the Parks and Recreation Department of the City of Danville, has as its mission to provide the community with an outstanding collection, access to information, and resources to support lifelong learning.

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### **DANVILLE PUBLIC LIBRARY VISION STATEMENT**

The Danville Public Library fosters the spirit of exploration and enlightenment, the joy of reading, and the pursuit of knowledge for individuals representing all ages and diversities.

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### CITY OF DANVILLE CORE VALUES

- Customer and Community Focus

We provide responsive, exceptional service to all of our internal and external customers. We strive to meet customer and community needs in a timely, proactive, respectful, and courteous manner. We're competent, reliable, dedicated, passionate, and energetic. We work hard every day to make our community a better place. We represent the City of Danville and the community with pride and enthusiasm.

- Peak Performance

We are effective and efficient in delivering services and providing essential, properly maintained facilities. We're personally accountable to each other and to the community for meeting our responsibilities and for our productivity. We support each other and foster success of our work teams. We demonstrate a civic entrepreneurial spirit by generating new ideas and finding better ways of doing things. We're committed to continuous personal learning and skill improvement.

- Integrity and Transparency

We're honest and ethical. We work hard to maintain a good reputation and inspire public trust and confidence. We consistently keep each other and the public well informed through complete, accurate, frequent, and understandable communications using multiple venues. We support open and transparent decision-making.

- Diversity and Inclusiveness

We recognize and respect diversity of people and their beliefs. We are committed to involve, respect, and give equal treatment to all in our organization and in the community. We neither discriminate, nor tolerate discrimination in our organization. We encourage civic engagement in conduct of municipal government affairs

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### Goal 1: Collections

The Danville Public Library will maintain a well-rounded and current collection of materials, in a variety of formats, consistent with local demand and recognized standards for public libraries.

*Objective A:* To relegate the processing of new materials to vendors whenever feasible.

*Objective B:* To review and weed the audio book collection.

*Objective C:* To review and weed the adult fiction collection.

*Objective D:* To review and weed the Westover Branch collection.

*Objective E:* To review and weed the Children's Department collection.

*Objective F:* To review and weed the Reference Department collection.

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### Goal 2: Facilities

The Danville Public Library will provide the necessary spaces and facilities to address the needs of people to meet and interact with other people and to engage in constructive activities and discourse. The Danville Public Library shall strive to keep all facilities and grounds safe, clean, well organized, inviting, user friendly, and in good working order.

*Objective A:* To work with area providers on establishing a plan to upgrade the two main library interior entrances.

*Objective B:* To provide the Main Library with a new sign for the parking lot entrance.

*Objective C:* To provide an upgrade to the Main Library's front entrance, including seating and tables.

*Objective D:* To establish a plan for regularly scheduled building maintenance.

*Objective E:* To establish an emergency and disaster plan.

*Objective F:* To increase the security of library facilities using a combination of technology and human monitoring.

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### Goal 3: Technology and Equipment

The Danville Public Library will furnish the technology and equipment necessary for the fulfillment of the library's mission and shall keep all technology and equipment up-to-date, user friendly, well organized, clean, and in good working order.

*Objective A:* To investigate the possibility of the implementation of an RFID system and self checkout systems.

*Objective B:* To continue updating the library's technology plan.

*Objective C:* To develop and maintain a collection of high-tech, high-quality technological equipment, made easily accessible to library patrons of all ages.

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### **Goal 4: Programs and Services**

The Danville Public Library will provide the programs and services necessary to assist citizens in their quests for information and in their pursuits of personal growth and development.

*Objective A:* To continue offering programs that work well while exploring new programming opportunities for our patrons.

*Objective B:* To outsource program presenting opportunities to qualified presenters when feasible.

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### Goal 5: Staff Development

The Danville Public Library shall place a high importance and value on staff development. All staff, both full-time and part-time, will have a variety of training and educational opportunities made available to them.

*Objective A:* To develop a set of minimum technology competencies that must be met by all library staff.

*Objective B:* To develop a plan for on-going training and development of library staff.

## **Planning for Results: The Danville Public Library's Five Year Plan**

### **2011-2015 TARGET DATES FOR COMPLETION OF OBJECTIVES**

#### **Year 2011**

- Establish a safety and disaster plan.
- Review and weed the Children's Department collection.
- Relegate the processing of new materials to vendors whenever feasible.
- Review and weed the audio book collection.
- Increase the security of library facilities using a combination of technology and human monitoring.
- Update the library's technology plan.
- Create a marketing and public relations plan in order to promote the library's programs and services.
- Develop a set of minimum technology competencies that must be met by all library staff.
- Develop a plan for on-going training and development of library staff.

#### **Year 2012**

- Review and weed the entire Westover Branch Library collection.
- Provide the Main Library with a new sign for the parking lot entrance.
- Purchase and install a self-checkout system at the Main Library.
- Add an Internet connection and computer in the Genealogy Department.
- Sponsor programs and activities for National Library Week.

#### **Year 2013**

- Review and weed the adult fiction collection.

#### **Year 2014**

- Provide an upgrade to the Main Library's front entrance, including seating and tables.

#### **Year 2015**

- Review and weed the Reference Collection.
- Inventory the entire collection.
- Develop the library's next 5-year plan.

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### CONTINUOUS AND ONGOING OBJECTIVES

#### 2011-2015

These are objectives that the library continuously and constantly pursues.

- Review the library's policies, procedures, and guidelines and make any necessary changes.
- Offer Interlibrary Loan service as a supplement to the library's collection.
- Offer outreach services to seniors and shut-ins.
- Hold book sales twice per year.
- Provide space for free information and unsolicited materials.
- Maintain an up-to-date web site containing pertinent information, resources, and links.
- Offer access to online research databases and the online library catalog.
- Work with the Virginia/North Carolina Piedmont Genealogical Association to maintain and develop the library's genealogy resources and services.
- Make the Friends of the Library newsletter available to the public.
- Create informational materials about library collections and services that will be made available to the public.
- Maintain a well-rounded collection in a variety of formats.
- Offer programs for children, teens, and adults.
- Hold a Summer Reading Program for children, teens, and adults.
- Seek partnerships and funding opportunities for special programs, services, and events.
- Encourage and develop a core of volunteers to assist in the delivery of library services.
- Provide attractive and high quality signage within libraries facilities and on library grounds.
- Provide outstanding service at all public desks to all customers.
- Provide outstanding internal customer service, both within the library and to other departments and divisions within the City of Danville.

*Revised June 2012.*