



The Newport News Public Library System Service/Strategic Plan 2014-2018

Library Mission Statement:

Newport News Public Library System's mission is to provide access to information, materials and programs that lead our community to unlock its potential for academic, personal and financial success.

Vision:

Community members will use the Newport News Public Library System for inspiration and opportunities for lifelong learning, community engagement and recreational activities.

Organizational Values:

- We value our community and its diversity.
- We value free and equitable access to accurate information and quality resources.
- We value the right to privacy.
- We value literacy.
- We value and are committed to excellence in customer service.
- We value our staff and their skills.
- We value responsible stewardship of our resources.
- We value collaborative efforts to meet the needs of our community

Library Roles and Core Services:

The Library System offers educational opportunities and support to all residents by providing access to a safe community place, professional staff and extensive material resources, all of which assist in workforce development and promote lifelong learning. (Feb 2012)

Goals and Objectives:

I. *Empowering lifelong education*

Goal: *To teach those who use the Library System how to use its resources most effectively.*

Objectives:

1. *Develop learning tools that will enhance the public's ability to use the Library System's electronic and technology resources.*
2. *Continue relationship with school librarians to keep them up-to-date regarding resources in the public libraries.*
3. *Develop partnerships to enhance the role of libraries in early literacy development and academic achievement.*
4. *Ensure that content and materials are available through a digital environment that supports research, information and education at a variety of skill levels and is developed for the user.*

Goal: *To offer challenging and relevant learning experiences for youth so they envision and work toward a positive future for themselves.*

Objectives:

1. *Provide informal learning experiences to youth that builds on their school learning.*

2. Provide Teen Advisory Committees and Youth Advisory Committees with opportunities to experience and learn civic engagement and workforce experience.

Goal: To increase awareness of the Library System and its programs and services.

Objectives:

1. Use social media to provide information about library services, resources and programs and to increase awareness of the Library System by the community.

II. Enriching community engagement and civic involvement

Goal: To provide public space/place for community gathering, public discourse and intellectual pursuit and enrichment.

Goal: To ensure that facilities are designed, maintained and renovated to meet the needs of the 21st century library users.

Objectives:

1. Buildings are reviewed and assessed annually and needs are appropriately submitted for the City's CIP plan.
2. Plans are developed for each individual library that clearly detail the future needs of each facility so that they are able to meet the needs of current and future library consumers.
3. Maintain a safe and healthy environment for staff and public.

Goal: To meet users' needs in the most effective and efficient way possible.

Objectives:

1. Clear consistent minimal standards of service are developed and maintained at each facility.
2. Safety assessments are done on an annual basis and corrections made.
3. Ensure up-to-date technology resources are used to provide and access services and programs for the community and that enhance staff skills.

Goal: To introduce the library to non-library users.

Objectives:

1. Continue outreach effort to the immigrant community.
2. Continue early literacy outreach efforts to childcare providers.
3. Continue youth outreach efforts.
4. Develop a public engagement strategy that will give the community opportunities to learn more about library services and programs.

Goal: Work collaboratively with community agencies and organizations to help fulfill the educational, social and economic needs of the community.

1. Continue partnership development of the South Morrison Family Education Center.
2. Reinforce and support the Wickham Avenue Alliance.
3. Research SOMO and WAA partnership models for potential use in Denbigh area.

III. Training tomorrow's workforce

Goal: To effectively participate in the development of a successful community workforce.

Objectives:

1. Include pre-employment skill training to youth as part of youth programming.
2. Provide service learning opportunities for youth at the library.

3. Continue participation as SNAP sites in order to more effectively assist those who are un/under employed and develop Super-SNAPs to further adult workforce development.
4. Continue to provide technology classes for both youth and adults that will teach and enhance the technology skills needed to succeed in the current and future work environment.
5. Ensure that staff develop the skills needed to provide assistance with current technology devices.

IV. Delivering professional expertise and multimedia resources

Goal: To provide knowledge and development opportunities for all staff in order to develop and retain a knowledgeable and well trained staff for the 21st century library, and provide them with the tools to meet the public's needs.

Objectives:

1. Implement the revised training and development plan.
2. Provide regularly scheduled training so that paraprofessionals meet core competencies.
3. Develop and schedule opportunities for professional staff to receive training/certifications that enhance career knowledge and development.
4. Implement the Edge Initiative in order to ensure that staff have the skills and equipment needed for technology.

Goal: To provide programs and services in the most effective way possible.

Objectives:

1. Prior to adding new programs or services determine impact on staff knowledge, skills and ability and staffing levels to determine if the program/service can be accomplished effectively.
2. Ensure that all staff receives technology training that will allow them to provide appropriate assistance to the public.
3. Maintain and update print, electronic collections to allow staff to provide up to date materials and resources to the public and continue to explore other formats and media to provide up-to-date resources.