



LIBRARY OF VIRGINIA

Using *Planning for Library Excellence*: A Preface for Library Directors

Planning for Library Excellence (PFLE) serves not only as an outline of recommended services for public libraries in Virginia, but can serve as an evaluative marker, a planning tool, persuasive argument, and public relations opportunity. Please find following suggestions for using this document.

Evaluation and Planning

Every good planning process begins with an evaluation of the status quo. Use these standards as a checklist to establish existing service levels. With input from your community and staff, prioritize which standards to elevate and begin planning for their execution.

Persuasive Argument

Once aspirational targets are set, these standards can be used as a tool in persuading funding bodies that the project is worth funding. For example, if the status quo finds that staff development is not adequately funded, PFLE supports an increase in this line item as an accepted state standard and practice.

Public Relations

PFLE offers public relations opportunities as new levels of service are achieved – using the staff development example above, once the standard is achieved, write a press release celebrating the achievement of earning an Enhanced or Exemplary level of service, thanking the funding body for their support of library excellence.

The LVA Library Development and Networking Division can assist you in all of these areas and stand ready to support your efforts in improving library service.