

STRATEGIC PLAN 2018-2021

The Williston Community Library Board of Directors, Administration and staff are committed to the following:

GOALS

I. LIBRARY RESOURCES

To improve access, availability and diversity of resources that advance and enhance the community's educational, professional and personal needs.

- The Library will grow and maintain a current and balanced collection of materials that reflect the ever-changing diversity of patrons and ideas in our community.
- The Library will evaluate sections of the adult collection for age of material, circulation rate, and trends to ensure that acquisitions are targeted accordingly.
- The Library Board and Administration will review all of the Library's policies to ensure accuracy and consistency with current accepted practices.
- The Library Administration will strive to meet the criteria for *Standards of North Dakota Public Libraries* by 2019 to ensure the Library is eligible for grants available through the North Dakota Library Coordinating Council.

II. LIBRARY STAFF

To recognize that the Library's most important asset is its dedicated personnel and to ensure a high level of staff competency and performance by providing training and opportunities for professional growth at all levels.

- The Library will provide adequate budgetary support for professional growth, continuing education, and training for staff at all levels to meet patron and library business needs.
- The Library Administration will continue to review and revise job descriptions as appropriate and conduct annual performance evaluations with an increased emphasis on goal setting and goal achievement to ensure the ongoing growth of all Library staff members.
- The Library Board and Administration will work with funding authorities to provide the financial support needed for adequate annual compensation adjustments based on performance and area economic factors to ensure we have sufficient staffing to meet the expanding needs of the community.

III. LIBRARY INFRASTRUCTURE

To maintain and update the library facility, grounds and Bookmobile so they are in desirable condition and are welcoming to patrons.

- The Library Board, Foundation and Administration will assess the state of the building and grounds on a regular basis, and prioritize projects based on condition, available funding, and impact on our services. Future projects include, but are not limited to:

- Continuing efforts to build and expand our community history and research room.
- Improving interior lighting.
- Updating wall and floor coverings throughout library.
- Exploring additional space and services for teens.
- Review and assess the layout of juvenile collections, and consider potential reorganization based on available funding, feasibility, and required time commitment.
- The Library will build a working relationship with the county administration to provide adequate and timely service to the Bookmobile.
- The Library Board and Administration will work together to create and implement an updated disaster plan.

IV. LIBRARY VIRTUAL ENVIRONMENT

To maximize library services internally and virtually through the use of technology.

- The Library Board and Administration will work with funding authorities to provide the financial support needed for computer services so the online catalog, hardware, software and online resources are up-to-date and enable patrons to conduct research and meet their information needs.
- The Library staff will update the website regularly and work with city administration to ensure that it is consistent in structure and easy to navigate.
- The Library will create a public use laptop program for in-house check out.
- The Library's marketing plan will focus on conveying a broader public understanding of the available electronic databases, resources, and e-Book collections.
- The Library Board and Administration will work together to create and implement an updated technology plan.

V. LIBRARY USER SERVICES

ADULTS: To address the service needs of all users by recognizing their individuality and enhance their lifelong love of learning.

- The Library will continue to provide a welcoming and comfortable atmosphere which emphasizes individual assistance, current technology and comprehensive library services for personal enrichment, recreation and life-long learning.
- The Library will provide services to meet the diverse needs of users including language limitations, disabilities, and cultural barriers by providing adequate staff training.
- The Library will continue growing collections that interest multicultural and under-represented groups.
- The Library will cultivate and expand educational and cultural partnerships to leverage program resources with the goal of providing periodic adult programming on a wide variety of topics.
- The Library will offer at least two programs per month for adults.
- The Library will study the current Bookmobile routes and stops; make changes as necessary to ensure that we are providing Bookmobile services, for both youth and adults, based on the needs of the overall community.

YOUTH: To support the firm belief and research proving that reading habits and library skills nurtured during youth (both children and teens) have a positive impact that continues into adulthood.

- The Children’s Library will continue to develop and present a full-range of regularly scheduled programs for preschool and elementary age youth, including after school and summer programming, which support the development and growth of basic literacy skills and interest.
- The Library will renovate and update the young adult area to promote teen and pre-teen involvement with the Library by providing the space, materials and programs they desire.
- The Bookmobile stops will continue to include schools, daycares and other youth-related locales to encourage reading.
- The Bookmobile will continue working with the Children’s Library to provide regularly scheduled programs for preschool and elementary age youth throughout the county.

VI. MARKETING AND COMMUNICATION

To promote the Library as a life-long learning and cultural environment and create an image that is vital, dynamic, and welcoming.

- The Library will continue to build a dynamic public relations effort in connection with all available area media to increase general awareness and increase usage of the Library’s resources and programs.
- The Library will actively market its print and non-print resources with attractive in-building displays.
- The Library Staff will support and work to strengthen existing partnerships and develop new collaborations with schools, agencies, businesses, community organizations and individuals to maximize service and exposure to the community.