

Salado Public Library

Long-Range Strategic Plan 2020-2025

Goal 1: *SPL will deliver an excellent, welcoming experience.*

Objective A: Be available and visible during library hours.

Strategy 1: Provide patrons with information about the library and programming.

Strategy 2: Make relevant material recommendations to patrons.

Objective B: Considering ethnic, age, and cultural diversity of the library district, equally serve all following the same policies.

Strategy 1: Survey senior citizens about services they would like.

Strategy 2: Provide service to those who have difficulty visiting the library.

Strategy 3: Encourage Spanish speaking children and their parents to use SPL.

Strategy 4: Recruit multilingual speaking homebound delivery volunteers.

Strategy 5: Investigate development of programs for area soldiers.

Strategy 6: Research mobile library services for homebound customers.

Objective C: Expand staff readiness to meet needs of patrons.

Strategy 1: Provide participation of staff in ten hours of training or Continuing Education.

Strategy 2: Cross train staff to understand duties and responsibilities in order to be able to assist patrons.

Strategy 3: Expand staff as needed to meet specific areas of service such as IT.

Strategy 4: Review expanding hours of operation.

Strategy 5: Conduct annual patron survey measuring satisfaction and exploring possible new avenues of service.

Goal 2: *SPL will provide adequate, secure, and inviting physical space and accessibility.*

Objective A: Improve current space to better serve all customers.

Strategy 1: Investigate improving current physical space utilizing recommendations from national library research groups including ADA and OSHA standards.

Strategy 2: Create an early childhood space to accommodate larger group meetings.

Strategy 3: Engage staff members in finding current space adjustments as needed including Book Ends facility.

Strategy 4: Evaluate effective use of space for community needs with usage counts.

Objective B: Plan future space needs based on community projections.

Strategy 1: Engage staff in future space needs in their service areas.

Strategy 2: Investigate possible site for a new building or additions to existing one.

Strategy 3: Make a physical plant plan based on needs with Phase I being current, Phase II being projection needs, and Phase III long range needs.

Strategy 4: Add parking space as needed and space permits.

Strategy 5: Engage community for input concerning space.

Strategy 6: Create space for larger group meetings such as Summer Library Programming or community group meetings.

Strategy 7: Provide study areas for private study, tutoring, and collaboration.

Strategy 8: Investigate enlargement or improvement of Book Ends.

Objective C: Provide accessibility and safe navigation of the library.

Strategy 1: Improve the accessibility for senior citizens.

Strategy 2: Improve signage for all groups of patrons.

Strategy 3: Provide a rail along entrance walkway.

Strategy 4: Improve outdoor lighting.

Goal 3: SPL will supply resources for enriched learning experiences.

Objective A: Create a collection that is current, relevant and visually appealing to patrons.

Strategy 1: Continue to develop and maintain a large print collection.

Strategy 2: Investigate new digital resources to offer to patrons, as some devices become obsolete.

Strategy 3: Educate the public on using different kinds of digital devices.

Objective B: Improve resources for children and teens.

Strategy 1: Implement and support SPL's Family Place Grant program, targeting both parents and their 0 to 3-year-old children.

Strategy 2: Explore appropriate and more appealing resources for the Family Place participants.

Strategy 3: Explore creating a Teen Advisory Board, led by an appropriate staff person, with limited representation on the Trustee Board.

Objective C: Improve resources for the diverse community of our library district.

Strategy 1: Educate the public about the Inter-Library Loan program (ILL) and TexShare.

Strategy 2: Expand materials for speakers and readers of Spanish and other languages, as needed.

Strategy 3: Continue providing a variety of materials that appeal to different ages.

Strategy 4: Invite different community groups to attend educational programs.

Goal 4: SPL will extend innovative, relevant programming.

Objective A: Offer programs aimed at broadening the appeal of the library to the general audience.

Strategy 1: Offer programming targeted at senior adults.

Strategy 2: Offer programming targeted at adults.

Objective B: Offer programs aimed at children.

Strategy 1: Provide materials for passive programming in the Children's area.

Strategy 2: Research and improvise various ways of reaching more children.

Objective C: Offer programs aimed at young adults.

Strategy 1: Offer a variety of programming to teens.

Strategy 2: Provide materials for passive programming in the YA area.

Objective D: Create formats for lifelong learning opportunities.

Strategy 1: Promote online tutorials on various current topics such as blogging, travel, eBooks, phone apps.

Strategy 2: Keep current on upcoming trends in adult education.

Goal 5: SPL will furnish quality current technology services.

Objective A: Formulate a new technology plan.

Strategy 1: Complete new Edge Assessment with benchmarks.

Strategy 2: Continually evaluate current technology plan.

Strategy 3: Study other libraries' technology plans.

Strategy 4: Write new SPL Technology Plan.

Objective B: Maintain and update technology that is working for patrons.

Strategy 1: Foster technology literacy and promote digital citizenship.

Strategy 2: Identify resources with information on new and upcoming technology.

Strategy 3: Increase computers and other equipment available for checkout.

Strategy 4: Increase access to library services from outside the library.

Strategy 5: Test library's current network security and apply latest and effective security measures to protect customer information and library networks.

Strategy 6: Research and purchase effective written guidelines and filtering software for children's computers.

Strategy 7: Replace library computers as needed to provide latest technology.

Objective C: Improve and add digital services to meet patron needs.

Strategy 1: Explore adding streaming services.

Strategy 2: Explore adding a new updated website.

Strategy 3: Investigate possibility of adding IT staff member.

Strategy 4: Add eBook services.