

KANAWHA COUNTY PUBLIC LIBRARY
DEVELOPMENT PLAN
2016-2020

In the constantly changing environment of information delivery and technological change the long range plan focuses the energy and resources of the Library system and its Board and staff on the underlying goals that will further develop services and facilities in pursuit of our vision and fulfillment of our mission. These goals and objectives are pursued while meeting the daily operational needs of the system. The plan is reviewed at regular intervals and may be adjusted to reflect changing needs and opportunities. Annual progress reports are made to the Long Range Planning Committee and the Board, and Library staff receives periodic updates.

Vision Statement

We envision the Kanawha County Public Library as the people's premier source of information in a community where learning and reading are revered and being well informed is valued.

Mission Statement

The mission of the Kanawha County Public Library System is:

- To provide free and equal access to information
- To provide citizens with job training and career development information that will prepare them for a competitive job market
- To enrich individual and family lives through satisfying educational, recreational and cultural experiences
- To enable patrons to access new information technology
- To provide opportunities for lifelong learning
- To serve as the center of community life
- To use available resources efficiently
- To seek additional resources

Primary Objective

The primary objective of this Plan is to assist the Library in its efforts to provide services, technology and programs that are responsive to the needs of the community and various audiences within the community.

“Responsive” includes ensuring that the public is aware of the wide range of services available and makes use of the services available. This requires that the Library continuously assess services, technology and programs offered through analysis of statistical information, surveys, and provision for regular reports on patron feedback from frontline staff.

Goal 1 Customer Service and Organizational Culture

Provide outstanding service to all who come into contact with the Library. People today have a huge range of sources for information, education and entertainment. Customer service is what sets the Library apart. Integrate the imperative to provide excellent customer service into the KCPL culture.

Provide continuous training in customer service to all staff. Include a customer service component annually as part of Staff Development Day.

Branch and Department managers will reinforce the imperative to provide excellent customer service at staff meetings and will verbally recognize individual staff members for superior customer service.

Assess, in conjunction with the Board, KCPL policies governing circulation of materials, meeting rooms and patron behavior to ensure they are customer-centric and welcoming, consistent with such reasonable rules and regulations necessary for the administration, supervision and protection of the Library.

Seek to provide a framework whereby frontline staff members and middle managers can and will make reasonable exceptions to policy in order to provide better service to patrons as individuals.

Establish an email address or other mechanism by which staff can report or comment on patron interactions regarding programs, services, technology, policy concerns and similar issues. Regularly monitor submissions by staff and regularly encourage staff to serve as a conduit of patron feedback, so that the Library may take appropriate steps to keep KCPL as responsive as possible to patron needs, desires and concerns.

Regularly survey the residents of Kanawha County and library users to measure satisfaction with customer service and with services provided. Analyze the results and take actions designed to increase satisfaction with KCPL customer service and with services provided.

Discuss at Cabinet meetings how best to permit branch libraries to respond to local community needs and participate in community initiatives while maintaining consistency of service and implementation of policies across the KCPL system.

Seek to create a sense of fun and more broadly engage staff to contribute ideas and suggestions for improvement of KCPL through contests, social events or similar activities.

Goal 2 Marketing and Outreach

Existing services are high quality. Increase use of services by the public by actively and consistently marketing services and programs through advertising in various media, including social media and through increased staff presence in the community.

Continue to promote Library services and programs through media outlets (“earned media”), social media and the Library web site. Develop and implement a consistent program of paid advertising of Library services and programs.

Develop a comprehensive marketing plan that will specifically focus on increased library staff presence across Kanawha County, including Main, Branch and Mobile Library communities.

Provide staffing at Main necessary to support increased library presence at community events, organizations and community group functions, with the intent to increase walk in traffic at KCPL facilities, maintain current levels of check out of physical items, and increase the use of electronic sources of information and downloadable and streaming content. Specific positions to be added include a Marketing Coordinator and a Main Library Children’s Coordinator.

Annually identify 10 businesses in each library community and provide information on business resources available through the Library and information about the Library and its services to employees.

Recruit and organize members of various Boards, volunteers and staff to serve on a speaker’s bureau.

Annually identify 10 organizations in each community and provide speakers and/or materials about Library services to them.

Develop and implement teen focus groups at all KCPL facilities and have regular meetings of these groups.

Ensure Marketing staff make regular visits to branch libraries to plan and coordinate marketing efforts with branch libraries and branch communities and to coordinate Library participation in community activities and events. Library participation in community activities or events may include “pop up libraries” or other means of highlighting services and allowing check out of materials on site.

Designate one staff member at each branch as a contributor to KCPL social media to promote services, programs and events at each branch. Branch staff shall seek to develop first-name relationships with local media in each branch community. Branch staff shall actively seek to post print materials promoting library services, programs and events on community bulletin boards and supply such materials to local businesses and organizations on a regular basis.

Explore provision of Internet-connected programmable exterior and interior signs at each KCPL location to provide patrons with information about programs, services, hours of operation, and so forth.

Goal 3 Early Literacy

Focus resources on early literacy materials and services for children birth through three and their parents.

Add a Main Library Children's Coordinator position to allow the department head, Early Literacy Coordinator and other appropriate staff to make frequent and regular presentations promoting and coordinating early literacy initiatives throughout Kanawha County.

Identify and provide early literacy materials, resources, and information about KCPL early literacy initiatives to pediatricians, day care centers, public and private schools, home school families and other businesses and organizations that work with young children.

Explore developing a storefront facility or facilities in appropriate locales that specialize in early literacy services to children and their parents/caregivers and on provision of high speed internet access and workstations. In conjunction with Kanawha County Schools, identify areas in Kanawha County with low reading skills, focus efforts in those locations. Explore sources of funds/grants to support these activities.

Explore inclusion of specific materials, programs and services promoting early literacy as part of Mobile Library services.

Goal 4 Collection

Continue to provide high levels of materials in physical and electronic formats. Continually assess use of budgetary resources in relation to all formats and genres of materials.

Refine development of the collection of e books and downloadable materials. Refine mix of materials made available through the WVDeLi consortium and materials available to KCPL patrons only in response to demand.

Increase use of electronic, downloadable and streaming materials by 10% a year for 3 years.

Maintain use of physical materials (books, cd's, DVD's etc) at current level for 3 years.

Continuously analyze patron use of databases and electronic resources. In conjunction with public services staff, select and then actively promote use of specific databases and resources to appropriate audiences throughout Kanawha County.

Explore ways of providing consistent reader's, viewer's and listener's Advisory Services to patrons and staff.

Goal 5 Website

Continuously seek to improve the Library's website to make it an ever-more efficient and user friendly means of both delivering and promoting content and services to patrons.

Analyze use data and conduct a comprehensive formal review of the website. Make appropriate changes and revisions to the website. Repeat formal review at two year intervals.

Seek constant feedback from patrons and staff regarding the organization and content of the website and make constant improvement of the website a focus.

Seek to incorporate the best features and ideas from the websites of other libraries and organizations into our own.

Goal 6 Programming

Maintain number of programs for children, teens and adults at current levels. Increase total attendance at programs by 5% over three year period. Conduct surveys, obtain and analyze feedback on programs.

Explore offering adult programs at alternate locations other than KCPL facilities and through alternate means of delivery such as online.

Identify specialized audiences for programming at the various age levels. Develop, market and provide programs, including programming for special needs audiences.

Continue to focus on providing STEM/STREAM programming for children.

Increase attendance system wide at programs aimed at teens by 10% over a three year period.

Goal 7 Technology

Ensure that KCPL provides technology to a level sufficient to support provision of services in the variety of ways patrons wish to receive them. Ensure that staff members have sufficient training and expertise to assist patrons to use services accessed via technology.

Enhance Sirsi technology as soon as possible, in order to permit new versions of software and other enhancements to be installed and utilized.

Continue to make effective use of federal E-Rate funds to provide high speed Internet access at all KCPL facilities, through both hard wired and wireless access. Annually assess speed and capacity of the data communications system and make such upgrades as may be necessary, consistent with budgetary resources.

Replace staff and public workstations, staff laptops, tablets and other devices on a regular schedule as may be necessary, consistent with budgetary resources.

Provide and utilize tablets and mobile devices to staff for use in provision of programming for all ages as appropriate.

Successfully recruit an Automation Manager to assess, plan and implement technological responses to library service issues.

Utilize staff members at any level of the organization who have experience, education and/or talent in the identification of service opportunities or needs that can be addressed through application of technology. Develop a “Technology Team” that will work with the Automation Department and Administration to address planning, implementation and policy issues surrounding provision of service that can be addressed through application of technology.

Provide training to staff so that they are able to assist patrons to use personal mobile devices to access Library and other services. Assign one Reference Librarian at Main specifically to assist patrons from across the system to utilize personal mobile devices to access WVDeli, Freegal, Zinio and such other services that involve download or streaming of content to a device. Seek to identify and train a staff member at Branch locations to serve as the initial point of contact for patrons requiring assistance with downloading or streaming content to a device.

Assess the need for and desirability of developing a “Maker Space” or similar type of service, including services that may be provided, and policy, space, personnel and budget considerations. Consider provision of such service in any project to expand the Main Library or at a designated branch.

Goal 8 Facilities Improvements

Continue to assess existing facilities to improve attractiveness to patrons, assess and revise use of available interior space as appropriate.

Systematically assess and make improvements to landscaping, lighting and signage at each KCPL facility.

Systematically assess and make improvements to interior appearance of each KCPL facility to ensure that they appear clean, modern and attractive.

Seek to provide an environment at each facility that reflects and promotes the range of technology-based services KCPL provides as well as “traditional” services.

Assess size and use of physical collections in relation to the evolving role of the public library, which includes more space for people in a variety of seating, collaborative and meeting environments.

Goal 9 New/Renovated Library Facilities

Reassess plans for New Main Library, including size, needs, scope, cost and location. Reassess plans for new branch buildings and plans for additions/renovations to existing branch buildings. Determine course going forward.