

## **1 Governance**

**Goal:** The Library Board will be informed about current library issues and provide leadership and vision for all library services.

### Action Steps:

1. Provide for continuing education of Board members.
  - a. Distribute list of webinars monthly.
  - b. Pay for VLA membership for Board Chair.
  - c. Schedule annual Board retreats.
2. Schedule orientation for new board members, including tour of both libraries and discussing pertinent library laws.
3. Develop the Board's committee structure.
  - a. Develop statement of responsibility for each committee, including procedures for annual tasks.
  - b. Designate a chair for each committee.
  - c. Each committee chair will report at board meetings.
  - d. Committee chair is responsible for meeting notifications.

## 2 Funding

**Goal:** To encourage support from local funding sources.

Action steps:

1. Encourage presentations in the community.
2. Prepare effective presentations for Board of Supervisors meetings.
3. Director will alert Board of upcoming meetings.
4. Presentations to Board of Supervisors will emphasize chosen service roles of Commons, Cultural Awareness, Current Topics and Titles, General Information, and Information Literacy.
5. Form an ad hoc committee to raise funds for the Endowment.

**Goal:** To seek supplemental sources of funding, such as grants.

Action steps:

1. Identify sources of information about grants.

**Goal:** To increase library funding to equal 1% of the total revenue of local governments.

Action Steps:

1. Identify amount of increase needed to equal 1% of local government revenue.
2. Branch managers will plan annual event for local officials.
3. FOL will continue fundraising efforts.

### **3 Administration**

**Goal:** To create optimal coordination among the Board, Director, and Branch Managers.

Action Steps:

1. Establish a monthly schedule of email communications among the director, board, and branch managers concerning funding, public events, staff news, and any other current, useful information.

**Goal:** To maintain a clear and up-to-date staff handbook.

Action Steps:

1. Compile and/or review the library operating procedures for the Handbook.

## 4 Public Relations

**Goal:** To systematically inform the community about programs and resources through a variety of communication techniques and formats.

Action Steps:

1. Develop a comprehensive marketing plan for the library.
  - a. Emphasize the library's role as a common meeting place and a provider of general information.
  - b. Heighten awareness of electronic resources.
2. Heighten visibility of the library board through participation in library and town/county events.
  - a. Encourage the Director to make and confirm specific requests of board members and volunteers when she wants their participation in events.

## 5 Staffing

**Goal:** To provide for appropriate staffing for all library functions, tasks and services.

Action Steps:

1. Establish and meet a service target for staffing in full time equivalents (FTEs) not lower than .3 per 1,000 population.
2. Review staff job descriptions for appropriate technology skills.

## 6 Staff Development

**Goal:** To provide comprehensive orientation for all CVRL employees

Action Steps:

1. Develop a method for assessing competency of staff members.
2. Provide customer service training for all staff members.
3. Provide disaster management training for all staff members following the CVRL disaster plan.

**Goal:** To provide opportunities for continuing education for all employees each calendar year.

Action steps:

1. Director and Branch managers will complete 20 hours a year of professional development in areas relating to job responsibilities.
2. Part time staff will complete 12 contact hours a year of professional development in areas relating to job responsibilities.
3. Branch managers will be responsible for tracking staff development each month using CVRL Learning Activities Form.
4. Provide opportunities for staff to view recommended webinars during the work day.
5. Cross train staff in areas of interest based upon their input.
6. Provide training in area of reference skills.

**Goal:** To keep staff apprised of any new developments, provide training in new procedures, and facilitate optimal operation within the library.

Action Steps:

1. Branch managers will schedule regular staff meetings at each branch.

2. All staff schedules will include attendance at staff meetings.

**Goal:** To encourage participation in community organizations.

Action Steps:

1. Recognize staff for community participation in their evaluations.
2. Acknowledge community participation by staff in monthly email communications.

## 7 Volunteers

**Goal:** To recruit volunteers to assist in the work of the library.

Action Steps:

1. Identify different types of volunteers and design recruitment strategies for each.
  - a. individual volunteers
  - b. students or others fulfilling a volunteer requirement
  - c. limited time volunteers, such as summer program assistance
  - d. one-time group activities, such as Hampden-Sydney day of service
  - e. court-ordered community service
  - f. Friends groups, boards, and other advocates
2. Include in staff training a section on working with volunteers.

**Goal:** To retain volunteers by assigning them tasks that meet their interests, abilities, and personal goals.

Action Steps:

1. Design form to use for initial contact with potential volunteers to identify skills and interests.
2. Identify tasks that can be performed by volunteers and note the needed skills, training, and duration of each task.
3. Designate one staff member as the contact person for each type of volunteer at each branch.

**Goal:** To recognize the contribution of volunteers to the work of the library.

Action Steps:

1. Host a variety of events to recognize volunteers:
  - Tea or public reception for continuing community volunteers
  - Pizza party for summer teen volunteers
  - Small gifts at Christmas or other date
2. Develop a recognition program for hours volunteered.

## 8 Collections

**Goal:** to review and revise the collection on a regular basis.

Action Steps:

1. Consider selected service roles in acquiring materials.
2. Systematically weed collections.
3. Provide materials to meet community needs.

**Goal:** Develop electronic resources.

Action steps

1. Increase collections of e-books and e-journals.
2. Support use of paid data bases and research materials.

## ***9 Facilities***

**Goal:** To build a new library facility in Buckingham County.

Action Step:

1. Work with the local Buckingham Board to have a coordinated approach for lobbying for a new library.

**Goal:** To develop a disaster plan for both facilities.

Action Step:

1. Outline procedures to follow in the event of a disaster.

**Goal:** To make sure all signage is up-to-date and clear.

Action Steps:

1. Encourage staff to regularly review signage and report to their supervisor about any possible improvements or problems.

**Goal:** To have optimal facilities .

Action steps:

1. Encourage staff to report to their supervisor about any possible improvements or problems.

2. Encourage CVRL board members to regularly tour facilities, especially before each meeting, to be aware of possible improvements or problems, and bring it to the attention of the chair.

3. Review possible improvements to the BCPL meeting room.

## **10 Technology**

**Goal:** To stay current with new technologies and library applications.

Action steps:

1. Establish a replacement cycle for up-to-date equipment.
2. Continue to review filtering devices in accordance with State Law.
3. Establish a line item budget.
4. Provide extensive training/retraining/cross training of staff in every aspect of technology.

## ***11 Access***

**Goal:** To have available for patrons a list of community resources and the services they provide.

Action Step:

1. Each branch will develop and maintain a list of community resources and the services they provide.

**Goal:** To use social media websites effectively.

Action Steps:

1. Keep social media sites up to date with accurate information.
2. Promote the social media websites .

**Goal:** To expand the hours of operation for BCPL to include evening hours.

Action Steps:

1. Research the logistics of expanding hours at BCPL.
2. Develop a plan for staffing and funding expanded hours at BCPL.

## ***12 Service***

**Goal:** Promote awareness of library services.

Action Step: Promote services to the public through social media outlets, displays, web site, and other means.

**Goal:** Promote the use of laptop computers at Buckingham County Public Library.

Action Step:

1. Continue to offer classes using laptops.
2. Develop a procedure to check out laptops for in-library use.

**Goal:** Request citizen input on possible library services .

Action Steps:

1. Place suggestion box at front desk for other services, i.e., book club, utilize bulletin board.
2. Survey present library services for relevancy and continued demand.

## **13 Information Services**

**Goal:** To provide optimal information services.

Action Step:

1. Systematically review websites and links on CVRL website and Facebook.
  - a. Staff review monthly.
  - b. Board review and report to library staff.
2. Provide training in reader's advisory to all circulation staff.

## ***14 Programs***

**Goal:** To promote programs at both branches of the library.

Action Steps:

1. Make sure all programs are announced ahead in local papers, on Facebook and radio, and are posted in the libraries.

**Goal:** Develop the best mix of programs.

Action Steps:

1. Plan for a mix of ongoing and onetime programs.
2. Coordinate programs at the two libraries.
3. Create a master calendar of programs.
4. Collect data from programs and assess their success.

## **15. Services to Targeted Groups**

Goal: The library will develop and offer programs to meet the needs of individual constituencies.

Action Steps:

1. Review data from past years' programs to pick a targeted group.
2. Analyze data on programs to identify underserved groups.
3. Offer scheduled instruction on basic computer use geared to the adult population at both branches.