

CVRL Five Year Strategic Plan

Introduction

This 2021 update revises the 2018 plan and supersedes all other plan updates, goals, and action steps.

1 – Governance

Goal: Ensure that all Board members are knowledgeable about the Board's role in the operation of the library.

Action Steps:

1. Schedule annual Board retreat.
2. Director will inform the Board members about important library issues.
3. Schedule orientation for new Board members, including tour of both libraries and discussing pertinent library policies.
4. Develop the Board's committee structure.
 - a. Designate a chair for each committee.
 - b. All committee assignments will be recorded in the minutes.
 - c. Each committee chair will report at board meetings.
 - d. Committee chair is responsible for meeting notifications.

2 – Funding

Goal: Encourage support from local Boards of Supervisors and the town council.

Action Steps:

1. Encourage presentations in the community.
2. Communicate regularly with members of local funding entities, both formally and informally.

Goal: Seek supplemental sources of funding.

Action Steps:

1. Identify sources of funding, such as grants and in-kind donations.
2. Request funding as appropriate.

Goal: Identify actual and projected needs and request funding based upon those needs.

Action Steps:

1. Identify needs.
2. Inform local funding entities and officials of needs.
3. Hold events for local officials regarding funding on an as-needed basis.
4. Encourage Friends of the Library (FOL) to continue fundraising efforts.

3 – Administration

Goal: Ensure open communication and cooperation among the Board, Director, Branch Managers and staff.

Action Step:

Maintain ongoing communications to foster cooperation between and among the Director, Board, Branch Managers, and staff concerning funding, public events, staff news, and any other current, useful information.

Goal: Maintain clear and up-to-date staff handbooks, i.e., Personnel Manual and Policy Manual.

Action Step:

Continue to revise and update staff handbooks as needed.

Goal: Create an Operating Procedures Manual for the library.

Action Step:

Regional Director will develop the Operating Procedures Manual with input from the Branch Managers and key staff.

4 – Marketing

Goal: Inform the community about programs, resources, and services.

Action Steps:

1. Develop and implement a community outreach plan for the library through means such as radio, print media, social media, school outreach, and printed materials.
2. Participate in community events, such as Heart of Virginia Festival and Mayfest through such as activities as Pop Up Library, games, and crafts.

5 – Staffing

Goal: Provide for appropriate staffing for all library functions, tasks, and services.

Action Steps:

1. Identify and prioritize actual staffing needs and work towards filling those needs.
2. Review staff job descriptions for appropriate skills and update if needed.

6 – Staff Development

Goal: Provide appropriate orientation for all new CVRL employees and those who have changed jobs within the organization.

Action Steps:

1. Ensure that all new employees have staff handbooks and other appropriate documents.
2. Provide a comprehensive introduction/orientation to the building and grounds.
3. Provide disaster management orientation for all new staff members.

Goal: Provide appropriate opportunities for continuing education for all employees each calendar year.

Action Steps:

1. Director, Branch Managers, and Youth Services Librarian will complete 20 hours a year of professional development in areas relating to job responsibilities.
2. Branch Managers will be responsible for tracking staff development and reporting of same to the Director.
3. Managers will provide opportunities for staff development, including webinars and off-site training.
4. Branch Managers will cross-train staff in areas of library needs.

Goal: 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. Branch Managers will use effective tools and resources to achieve the goal.
3. Branch Managers will provide readers' advisory training to all public service staff.

7 – Volunteers

Goal: Use volunteers to help with selected programs and activities of the library.

Action Steps:

1. Identify programs when and where volunteer help may be needed.
2. Recruit volunteers to assist in programs identified above.

Goal: Recognize the contribution of volunteers.

Action Step:

Each Branch Manager will hold an annual event to recognize volunteers.

8 – Collections

Goal: Director, Branch Managers, and Youth Services Librarian will manage their collections on an ongoing basis.

Action Steps:

1. Select and acquire appropriate materials for the community.
2. Systematically weed collections.
3. Add donated materials to the collection as appropriate.

Goal: Develop electronic resources.

Action Steps:

1. Increase collections of e-books and e-journals.
2. Support use of available databases and research materials.

9 – Facilities

Goal: Develop a disaster plan for both facilities.

Action Step:

Outline procedures to follow in the event of a disaster.

Goal: Make sure all signage is up-to-date and clear.

Action Step:

Regularly review signage and make improvements as needed.

Goal: Maintain facilities to ensure they are safe, accessible, functional, up-to-date, clean and patron friendly.

Action Steps:

1. Regularly inspect/review facilities as related to the goal and make improvements as needed.
2. Ensure that facilities are ADA compliant.

10 – Technology

Goal: Stay current with new technologies and library applications.

Action Steps:

1. Upgrade or purchase new hardware, software and peripheral devices, as needed, staying within available funds.
2. Continue to review internet filtering in accordance with state law.

Goal: Ensure all staff is trained in technology appropriate to their duties.

Action Steps:

1. Appoint staff to become skilled in specific areas of library technology and to be the library's resource and trainer for their area.
2. Create a user guide/tip sheet, as needed, for devices and technology used in the library.

11 – Service

Goal: Promote ongoing awareness of available library services.

Action Step:

Promote services to the public through social media, displays, website, printed materials, and other means.

Goal: Seek citizen input regarding library services.

Action Steps:

1. Solicit suggestions from the public (i.e., handing out suggestion cards at checkout, using social media, and using the website).

Goal: Identify current services available within the library.

Action Step:

Create and maintain a list of current library services and make the list available to the public.

12 – Programs

Goal: Research and develop written guidelines for library programs.

Action Steps:

1. Obtain and evaluate sample guidelines from other libraries.
2. Incorporate guidelines as appropriate into the library programs.

Goal: Develop relevant programs to meet the needs and interests of the community.

Action Steps:

1. Seek community input.
2. Coordinate and balance programs at the two libraries.
3. Create a master calendar of programs.
4. Collect data from programs and assess their success.

13 – Services to Underserved Groups

Goal: Develop and offer programs to meet the needs of local groups and individuals.

Action Step:

Review/analyze data from programs to better serve local groups and individuals.