

Ozark-Dale County Public Library
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LONG-RANGE PLAN (2014-2018)

MISSION, GOALS AND OBJECTIVES OF THE OZARK-DALE COUNTY PUBLIC LIBRARY

MISSION

The mission of the Ozark-Dale County Public Library is to provide the means by which all people within its service area may have free access to a variety of thoughts and ideas. This Library will provide every user and potential user in the Library's service area access to quality library and information services. The Library staff will develop resources and services that meet the informational, educational, and recreational needs of the community through the use of current and emerging advances in technology to support and improve the Library's various programs and initiatives.

Goal: Service

- 1.0 To continue existing programs and develop additional programs of service that meet the informational, educational, and recreational needs of the service area.

Objective

- 1.1 To maintain the present basic service capabilities and implement new services.

Tasks

- 1.1.1 Make library resources easily accessible. (ongoing)
- 1.1.2 Furnish reader's advisory assistance for most efficient utilization of the collection. (ongoing)
- 1.1.3 Serve as a clearinghouse for interlibrary loan, reference, and referral. (ongoing)
- 1.1.4 Compile bibliographies on relevant materials for dissemination to city and county schools. (ongoing)
- 1.1.5 Develop and implement new programs to meet the service needs of

the people in the City and County. (ongoing)

Objective

1.2 To coordinate and provide services to special groups.

Tasks

- 1.2.1 Identify agencies and individuals requiring special services. (ongoing)
- 1.2.2 Develop, organize and implement programs of service to eligible users. (ongoing)
- 1.2.3 Target sight-impaired users by providing large-print books and CD audio books. (ongoing)
- 1.2.4 Make reading material available to nursing homes. (ongoing)
- 1.2.5 Assist sight-impaired and physically handicapped users in gaining access to Alabama Public Library Service, Division of the Blind and Physically Handicapped. (ongoing)
- 1.2.6 Establish, and implement educational, informational, and recreational programs for children of all ages. (ongoing)
- 1.2.7 Establish, and implement educational, informational and recreational services for children/youth located in special homes. (ongoing)
- 1.2.8 Coordinate with city and county schools for yearly updated required reading, AR reading, Lexile reading, and summer reading lists. (ongoing)
- 1.2.9 Provide a variety of services to meet the needs of home-schooled students. (ongoing)
- 1.2.10 Support and assist the local genealogical/historical society. (ongoing)
- 1.2.11 Support and assist community literacy programs. (ongoing)
- 1.2.12 Support and assist cultural community activities. (ongoing)
- 1.2.13 Support and assist Friends of the Library. (ongoing)

1.2.14 Support and assist the Claybank Master Gardeners. (ongoing)

Goals: Materials

2.0 To offer an adequate collection of materials to meet the educational, informational, and recreational needs of the community.

Objective

2.1 Select and acquire resources necessary to meet the educational, informational, and recreational needs of the community.

Tasks

- 2.1.1 Identify areas of inadequacy in the collection and seek to purchase tools to strengthen those areas. (ongoing)
- 2.1.2 Develop long-range development collection policy consistent with the needs of the library clientele. (ongoing)
- 2.1.3 Target specific collection needs and apply for grants to expand those collection needs. (ongoing)
- 2.1.4 Encourage library staff, volunteers, Board members, and others to read reviews and recommend selections for purchase. (ongoing)
- 2.1.5 Offer E-Books and other digital library material sources. (ongoing)

Goal: Personnel

3.0 To maintain adequate staffing levels and to promote continuing in-service training and opportunities for staff development.

Objective

3.1 To ensure staff is adequate in number and performance capabilities in order to fulfill the library's mission of delivering quality library services.

Tasks

- 3.1.1 Continue programs of ongoing in-service training to enhance existing skills and instill new ones. (ongoing)
- 3.1.2 Encourage participation in continuing education opportunities sponsored by the state agency, the state associations, and others.

- 3.1.3 Solicit increase in budget allocations for staff salaries to attract quality employees who possess the skills necessary to meet the library's service demands. (ongoing)
- 3.1.4 Solicit increase in budget allocations for adequate number of employees to better meet the library's service demands.
- 3.1.5 Acquire laborsaving technological devices that will enable staff to perform their clerical tasks quickly, thereby freeing staff for greater interaction with patrons. (ongoing)
- 3.1.6 Expand volunteer program to allow staff to concentrate on professional tasks and assisting patrons. (ongoing)
- 3.1.7 Develop and promote the Page Volunteer Program to encourage greater participation by young people.

Goal: Interlibrary Cooperation

- 4.0 To offer a wide variety of resources to library users via resource sharing with other libraries.

Objective

- 4.1 To improve library service by locating and securing materials requested by patrons and to make the most effective use of funds by avoiding unnecessary duplication of titles.

Tasks

- 4.1.1 Maintain interlibrary loan channels with state and national resource centers and other information centers. (ongoing)
- 4.1.2 Act as a referral agency to channel requests to appropriate sources based on subject strengths. (ongoing)

Goal: Community Awareness

- 5.0 To make the public aware of the benefits of the library, its services, resources, and special programs.

Objective

- 5.1 To promote maximum utilization of the library, its services, resources and special programs.

Tasks

- 5.1.1 Emphasize media coverage of the library and its programs. (ongoing)
- 5.1.2 Seek opportunities to address civic clubs and other organizations concerning the library's role and importance to the community. (ongoing)
- 5.1.3 Encourage orientation tours and group visits by library users. (ongoing)
- 5.1.4 Stress importance of staff member interaction with the public in creating a positive image of the library. (ongoing)
- 5.1.5 Promote the Friends of the Library organization within the community in an effort to rally the community behind the library. (ongoing)
- 5.1.6 Encourage and promote the use of the Library by civic organizations. (ongoing)
- 5.1.7 Promote self-help programs offered by various groups and library.
- 5.1.8 Promote and support the local historical/genealogical society.
- 5.1.9 Promote and support cultural awareness through special programs and presentations.
- 5.1.10 Encourage Library personnel to participate in civic and cultural activities. (ongoing)

Goal: Technology

- 6.0 To use technological resources for all clerical, cataloging and circulation activities of the library.

Objective

- 6.1 To promote maximum usage of the library and library staff through technological services. (ongoing)

Tasks

- 6.1.1 Maintain automated library system. (ongoing)
- 6.1.2 Inventory library materials as needed. (ongoing)

- 6.1.3 Stay up-to-date on latest high speed Internet access. (ongoing)
- 6.1.4 Instruct public and staff members in use of technological equipment. (ongoing)
- 6.1.5 Instruct public and staff members in efficient use of Internet for research and recreational purposes. (ongoing)
- 6.1.6 Provide basic computer and Internet orientation and assistance for the public. (ongoing)
- 6.1.7 Develop systematic plan for replacement of computers. (ongoing)

Goal: Facilities

7.0 To provide adequate Library facilities for the community.

Objective

- 7.1 To provide adequate funding for a new facility. (FY 2015)
 - 7.1.1 Develop fundraising activities for a new facility. (FY 2014)
 - 7.1.2 Locate and obtain construction grants. (FY 2014)
- 7.2 To provide a Library building that is comfortable and pleasing in appearance.

Tasks

- 7.2.1 Obtain funds to maintain current building. (ongoing)
- 7.2.2 Obtain funds to purchase new library furniture. (ongoing)
- 7.2.3 Coordinate with Claybank Master Gardeners for upkeep and grounds maintenance. (ongoing)
- 7.2.4 Obtain funds to purchase security system for all library materials. (2014)

Goal: Financial

8.0 To have adequate finances to effectively operate the Library.

Objective

8.1 To locate sources of revenue for the Library.

Tasks

- 8.1.1 Obtain appropriate level of funding from City and County government for library operations. (ongoing)
- 8.1.2 Secure grants from private sector for programs and materials. (ongoing)
- 8.1.3 Actively seek donations and community involvement in securing adequate funding for programs and materials. (ongoing)
- 8.1.4 Maintain a Building Improvement Fund through donations. (ongoing)
- 8.1.5 Encourage memorial and honorarium donations. (ongoing)
- 8.1.6 Work with Friends of the Library for fundraising activities. (ongoing)
- 8.1.7 To obtain adequate funding for maintenance of computers. (ongoing)
- 8.1.8 To obtain additional funding to keep staff salaries comparable with other City/County positions. (ongoing)