

Tonganoxie Public Library Strategic Plan 2007-2009

Revised Mission Statement:

The mission of the Tonganoxie Public Library is to provide a positive environment for lifelong learning and enjoyment. It strives to be the center of cultural activity, foster community partnerships and ensure that a dedicated and qualified staff provides the community with expertly selected materials and needed services and programs.

Goal 1:

PLAN THE NEW LIBRARY BUILDING

Objective 1: Complete feasibility study to determine space needs.

Action Steps:

1. *Library Director*, in partnership with *Leavenworth Area Development* and using the City's 2006 Comprehensive Plan, will establish realistic data for service area growth and submit this data to Hans Fischer no later than February 2008.
2. *Library Director* will investigate and compile information and stories about the existing building from past Board members, Library Minutes, the Mayor and the City by March 2008.
3. *Library Director* will compile a list of 'peer libraries' for future visits, interviews, and statistics by March 2008.
4. *Library Director* and *Library Board* will create and administer a phone survey to determine space and service needs of patrons to supplement the building needs assessment by April 2008.

Objective 2: Build community support for the new library.

Action Steps:

1. *Library Director* and *Library Board* will investigate establishing a Building Campaign Fund by June 2008.
2. *Library Director* and *Board Secretary* will draft a press release outlining the needs assessment and phone survey by August 2008.
 - a. Press release should include data about what comparable libraries have that we do not.
 - b. Press release should include an articulate answer to the questions “Where will the library be in 5 years and why do we need a new library?”
3. *Library Director* will present findings of the needs analysis at area meetings by October 2008.
 - a. *Library Board* and *Library Director* will host a town hall meeting by February 2009.
4. *Library Director* will create a Building Campaign Web site in a blog format to allow for comments and patron input that includes information about the strengths and weaknesses for the current facility and a future facility by October 2008.

Goal 2:

ENSURE FISCAL RESPONSIBILITY AND LONG-TERM STABILITY FOR THE LIBRARY

Objective 1: Explore establishing a library foundation.

Action Steps:

1. *Board of Trustees* will gather information about establishing or joining a regional non-profit foundation by November 2008.
2. *Board of Trustees* will recruit members for Foundation Board of Directors by February 2009.

3. *Foundation Board* will incorporate and obtain 501(c)(3) status by May 2009.

Objective 2: Investigate district library status.

Action Steps:

1. *Library Director* will research the requirements for being a district library with the Northeast Kansas Library System by April 2009.
2. *Library Director* will interview local district librarians, especially those who were previously municipal libraries, and report back to the Board by August 2009.
3. *Library Board* will make a decision by May 2010.

Objective 3: Create ongoing annual giving opportunities.

Action Steps:

1. *Board of Trustees* will appoint a committee, including members of the Friends of the Library, by May 2008 to work closely with *Library Director* in developing a comprehensive fundraising campaign using direct mailings and other publicity tools.
2. *Library Director* will explore various online payment/donation systems and recommend a choice to *Board of Trustees* by July 2009.
3. *Library Director* and *Fundraising Committee* will work with community partners (banks, attorneys, nursing homes) to identify gifting, planned giving or grant opportunities for the library by March 2009.
4. *Fundraising Committee, Board of Trustees, Library Director* and *Library Staff* will develop plan for ongoing, annual fund raising events and initiatives by May 2009.

5. *Library Director* will investigate additional grant opportunities by May 2009.

Goal 3:

DEVELOP AND PROMOTE LIBRARY SERVICES TO THE COMMUNITY

Objective 1: Hire new staff position to fulfill program administration responsibilities.

Action Steps:

1. *Library Director* will submit to the Board of Trustees a written job description for a Program Assistant, outlining this new staff position's duties, responsibilities and pay by March 2007.
2. *Board of Trustees* will review the job description and approve the new position or provide alternative courses of action by April 2007.
3. *Library Director* and *Library Board* will consider increasing the position to full-time by July 2007.

Objective 2: Establish partnerships with schools and community organizations, and service groups (Recreation Commission, 4-H, church groups, senior citizens, etc.).

Action Steps:

1. *Library Director* will create a list of past and present programs sponsored and co-sponsored by the Library by October 2007.
2. *Program Assistant* will work with the *Library Director* to create and administer a survey of patrons specifically about

classes, kinds of programming, hours and service wants and needs by November 2007.

3. *Program Assistant* will contact representatives of schools and community organizations as well as local business and governmental entities by October 2007.
4. *Program Assistant* will work with the *Library Director* to help create new partnerships and expand library services by March 2008.

Goal 4:

STAY ON THE CUTTING EDGE OF LIBRARY INFORMATION TECHNOLOGY

Objective 1: Expand professional IT support for the library.

Action Steps:

1. *Library Director* will determine future plans of existing IT support by May 2009.
2. *Library Director* will investigate sharing IT support with area libraries by August 2009.
3. *Library Director* will investigate technology staffing levels at peer libraries by August 2009.
4. *Library Director* will investigate hiring a part-time employee with strong IT skills for in-house technical support, as indicated by the Accreditation standards by May 2009.

Objective 2: Collect data on the community's technology needs.

Action Steps:

1. *Library Director* with, support from NEKLS, will create an online survey by February 2008.

2. *Library Director and Programming Assistant* will meet with the Recreation Commission to discuss computer classes by December 2007.
3. *Library Director* will meet with the Technology Coordinator at the School District to discuss technology curriculum by March 2008.
4. *Library Director* will investigate technology services at peer libraries by March 2008.

Objective 3: Establish a growth budget to support new technology development.

Action Steps:

1. *Library Director* will increase the Library's bandwidth to a T1 connection by July 2007.
2. *Library Director* will, with IT Support, use Tech Atlas to create a 3-year Technology Plan by December 2007.
3. *Library Director and Library Board* will adjust the operating budget to accommodate new technology initiatives outlined in the Technology Plan by June 2008.

Goal 5:

SUPPORT LIBRARY PERSONNEL DEVELOPMENT THROUGH CONTINUING EDUCATION

Objective 1: Develop a training program with skill levels and goals.

Action Steps:

1. Use the State Library's Certification Standards, "Reaching for Excellence," to establish training and skill levels by December 2008.

2. Establish a series of incentives to encourage participation in the training program by May 2009.

Objective 2: Create a job classification system for future staff growth.

Action Steps:

1. *Library Director* will collect educational attainment, job description, and salary data for the director and other key staff positions from comparable area libraries and submit this information to the Board of Trustees by December 2008.
2. Gather, review and compile job classification information and criteria from medium and large public libraries across the state by December 2008.
3. Create a job classification system for Board review and approval by March 2009.
4. Create a salary schedule using data from peer libraries across the state and the City by May 2009.
5. Review, update and have Board approve existing job descriptions to conform to approved classification system by December 2009.

Objective 3: Establish professional criteria for Library Director.

Action Steps:

1. *Library Board* will complete a bi-annual review of the Library Director's job description, making updates and changes as needed, beginning October 2008.
2. Incorporate goals for the Library Director in training program goals and objectives by November 2008.