

ALGONQUIN AREA PUBLIC LIBRARY DISTRICT*

2 year plan

Vision Statement:

Connecting people and ideas to excite, educate, and inspire.

Mission Statement:

The Algonquin Area Public Library District aspires to connect people to physical and digital information resources that excite, educate, and inspire. This will be done through the efficient use of public funds for purchasing, accessing, and maintaining and improving the library, its collection, and services. The staff will strive to provide excellent customer service and instruction to enable patrons to connect to the ideas and information they seek.

Plan Purpose and Overall Goal

The purpose of this plan is to outline clear goals, goal objectives, objective action plans and methods of assessment to improve upon the library's service to patrons. The overall goal of this plan is to focus on three service priorities that further our vision and mission: 1) creating young readers, 2) improving library technology, and 3) increasing satisfaction with library service.

a note: new librarian Brian Wilson is not in a position to know the flexibility of the current budget and also does not know the degree to which library staffing practices can reasonably be changed. The board has asked him to draft this proposal without considering cost or staffing to take advantage of the short window in which he will remain an outsider with a fresh perspective.

Young Readers

GOAL: The library will strive to create young readers

Objective 1: Increase attendance at youth and teen events, especially the teen reading club.

Action Plan 1.1: Create and implement a plan to market these events more aggressively. *Timeline: 1 year*

Action Plan 1.2: Work with teachers and school librarians in the area to promote these events indirectly with handouts or signs, or directly with visits by youth services librarians. *Timeline: 1.5 years*

Assessment: Combine and average attendance at relevant events from the year before this plan and the final year of this plan.

Objective 2: Increase youth summer reading participation each year

Action Plan 2.1: Cross-promote summer reading at all youth services event before summer reading begins this year. *Timeline: 2 years*

Action Plan 2.2: Create “Great for Summer Reading” booklists in synchronization with each year’s theme to make things easy for parents helping select books for their kids to read for the program. *Timeline: 2 years*

Action Plan 2.3: Simplify the summer reading program so that parents are not put off when youth services librarians explain it. *Timeline: 2 years*

Assessment: Youth services staff will continue to keep records of sign-ups for the program and compare these records to the previous year.

Library Technology

GOAL: The library will improve the patron ability to access and use technology.

Objective 1: Discover what library hardware is causing patrons difficulty and plan to improve any identified problems.

Action Plan 1.1: Tech services or technology instruction librarians will unobtrusively observe patrons using hardware and take notes on problems they observe patrons running into. This data will then be used to recommend changes to existing hardware. *Timeline: 1 year to gather data, 1 year to make recommendations*

Action Plan 1.2: Tech services or technology instruction librarians will create, distribute, and analyze patron responses to surveys on problems with library hardware. Circulation staff will design and implement a method of collecting the completed surveys. *Timeline: 6 months to create survey, 1 year to distribute and collection, 6 months to analyze results.*

Assessment: Tech services or technology instruction librarians will test proposed hardware solutions with some patrons and observe if the solutions actually address the problems observed.

Objective 2: Discover what library software is causing patrons difficulty and plan to improve any identified problems.

Action Plan 2.1: Tech services or technology instruction librarians will unobtrusively observe patrons using library software and take notes on problems they observe patrons running into. This data will then be used to recommend changes to existing software solutions. *Timeline: 1 year to gather data, 1 year to make recommendations*

Action Plan 2.2: Tech services or technology instruction librarians will create, distribute, and analyze patron responses to surveys on problems with library software. Circulation staff will design and implement a method of collecting the completed surveys. *Timeline: 6 months to create survey, 1 year to distribute and collection, 6 months to analyze results.*

Assessment: Tech services or technology instruction librarians will test proposed software solutions with some patrons and observe if the solutions actually address the problems observed.

Patron Satisfaction

GOAL: The library will maintain or increase patron satisfaction with services.

Objective 1: Discover which patrons are dissatisfied with the library and why.

Action Plan 1.1: The heads of adult and youth services will design surveys to gauge how satisfied or dissatisfied patrons are with services. The surveys will include open-ended response questions which will slow down the process but increase the usefulness of the results. Adult and youth services staff will help distribute these surveys. Circulation staff will design and implement a method of collecting the collected surveys. *Timeline: 6 months to plan surveys, 6 months to collect them, 6 months to analyze (this survey will take less time than the library technology surveys because more librarians will work on it).*

Objective 2: Plan to address patron dissatisfaction with library services once Objective 1 has been completed.

Action Plan 1.2: During yearly review of library employees, the heads of adult, youth, and technical services will talk about the results of the survey to their subordinates. The subordinates will be asked what they personally can do better to improve patrons' satisfaction and what they believe the library as a whole can do better. Ideas generated will be recorded as a part of the review process. The director and heads of adult, youth, and technical services will meet to plan further actions. *Timeline: last 6 months of the 2 years.*

Assessment: This method of surveying will be repeated and the results compared.

* Some inspiration taken from http://www.aapld.org/sitemedia/documents/about/board/strategic_plan2013-2016.pdf - last accessed 4/23/2013.