

Harvin Clarendon County Library Strategic Plan: 2014 - 2017

Mission Statement: *To serve the public, promote life-long learning, and enhance the quality of life for all citizens of Clarendon County by providing information resources and offering accessible and outstanding library services.*

STRATEGIC GOALS AND OBJECTIVES

Goal #1: Provide library services that meet the needs of all users countywide.

Objectives:

1. Determine the scope of services to be provided.
 - a. Gather updated demographic information to determine: users, usage patterns, services and resources used, assistance required by users including support with technology and copying/faxing, and potential users currently not be served.
 - b. Ensure that demographic information gathered includes mobile library and outreach programming.
2. Ensure that tools and facilities are provided and that staff proficiencies are developed and enhanced to ensure positive outcomes for patrons.
 - a. Library staff: access skills and expertise of current staff. Identify training needs, develop a training plan and consider all support tools and equipment needed to accompany training.
 - b. Facility upgrades and standards compliance: conduct a facility study to analyze current facility needs as well as future facility needs.
 - For current facility in Manning identify possible changes/additions/disposals, storage. Include known needs such as street signs, patron study areas, meeting room space, programming space, young adult space, and improved parking.
 - For future facilities in county identify location of facilities, determine building layout, identify funding resources, and coordinate with county council on project(s).
 - For all facilities projects: estimate costs, prioritize, create timeline/assign responsibilities, and have board reach consensus.

- c. Technology upgrades: produce a three-year strategy that includes privacy for public workstations, workspace for library users with laptops, technical support in computer area, self-service kiosks for circulation of materials, e-Readers for public use, and an improved digital collection.
3. In conjunction with annual update of the Strategic Plan, conduct yearly measurements of success in providing services and resources.

Goal #2: Increase the visibility of the library and its services in Clarendon County and surrounding areas.

Objectives:

1. Establish a Library Marketing/PR Committee comprised of board members, library staff and citizens of the community.
2. Analyze demographic data from Goal 1 as well as gather data from neighboring libraries that have demonstrated strength in marketing/PR.
3. Invite library-marketing professionals to speak with the Library Board of Trustees.
4. Develop a marketing plan to include the following:
 - a. Branding
 - b. Internal communications
 - c. TWC and FTC public announcement channels
 - d. Presentation for civic groups and Chamber of Commerce
 - e. Use of billboards like the Clarendon County Chamber of Commerce is using
 - f. Press releases
 - g. Website update
 - h. Email and social media (Facebook, etc.)
5. Increase Library cardholders by 10 percent each year.

Goal #3: Strengthen the Internal Governance of the Library Board of Trustees.

Objectives:

1. Review and revise By-laws; maintain compliance with them.
2. Implement monthly Trustees meeting schedule.
3. Provide Trustee orientations for new members and provide continuing education/training for all trustees.
4. Require participation by Trustees on board committees and Friends of the Library. Fill Board vacancies in a manner that assures generational representation in addition to county district representation.

Goal #4: Strengthen personnel and administration practices to support the Library's strategic direction.

Objectives:

1. Develop Library Director's job description and job performance evaluation document with success criteria identified.
2. Develop current job descriptions and job performance evaluation documents, with success criteria identified, for all staff. Require continuing education for all.
3. Identify IT specialist, whether new hire or through reallocation of staff, who can assist patrons with online applications; and any computer problems that arise.
4. Develop capacity for librarian and staff to perform outreach activities on a continuous basis across the county. Obtain additional staff and funding as required.
5. Establish Outreach Committee from Board and community to evaluate and support outreach activities.
6. Strengthen ties to County, and help support achieving its goals.

What does the Library Value?

Outstanding Service	Knowledge	Professional Staff
Integrity	Honesty	Promptness
Information	Privacy	Accessibility
Communication	Change	Cooperation
Literacy	Performance	Learning
Data Collection		

Looking Ahead - Library Vision for 2024

The Harvin Clarendon County Library will have:

- a. Innovative leadership and professional staff that is competent with information technology tools as well as managing the library collection.
- b. Continued focus on remaining an outstanding information resource center.
- c. Collaborative and supportive relationship with schools.
- d. Continued strong support of and partnership with Clarendon County.
- e. Geographic presence in all areas of county and knowledge of county demographics, library users, and desires.
- f. Continued awareness of and adherence to South Carolina State Library standards and compliance with ADA requirements.

Harvin Clarendon Library - Strategic Plan Notes

During summer of 2013 an extensive assessment process was undertaken including surveying and interviews with the Board, Staff, key 'Friends' and several supporters and county leaders. The assessment data was tabulated and shared with the strategic planning committee members, composed of the Library Board, Friends officers and key Library staff including Library Director Charlotte Johnston.

Key Issues identified:

Governance

HCCL must recruit and retain talented and dedicated Board members and staff to stay competitive. The Board must have the confidence to lead, to support the Library Director, and to guide HCCL with an updated and visible strategic plan.

Marketing/PR

The assessment process shows that much work is needed to inform Clarendon County citizens of the value of their library. Data showing those who use the library, and more importantly those who do not, should be analyzed and outreach efforts made to inform and connect with them.

Relevancy/Keeping Current

HCCL must work to recruit skilled staff that can teach as well as to inform and add value to the library experience. Developing a strong marketing and PR strategy will be important.

Programs

The few programs HCCL does have are doing well, and are not seen as an issue at the moment. The Library Board has chosen to focus on the library becoming an outstanding information resource, and will selectively consider programs to pursue.

Facilities

There is a recognized need to improve the library space. The Friends will focus on fundraising, and The Library Board will strengthen its relationship with the County government, and work to align the Library to help meet the County's goals.