

# Great Bend Public Library: Strategic Plan 2020



 ***Beyond the Book***

Vision: *Our vision articulates what success will look like in the future.*

The Great Bend Public Library will foster the spirit of exploration, lifelong learning, the joy of reading, and the pursuit of information and knowledge for all community members.

Mission: *Our mission statement reflects the commitment we are making to Great Bend.*

The Great Bend Public Library connects people, information, and ideas to support the best quality of life for our community.

The Great Bend Public Library strategic plan provides a road map to guide library development in accordance with community input, city priorities, and Kansas Public Library Standards.

### **Regional Library System Membership**

The Great Bend Public Library is a member of the Central Kansas Library System (CKLS). CKLS is a regional network of cooperating libraries, established by K.S.A. 75-2547, serving 17 counties with a total service population of 187,308 residents (KS certified population April 1, 2010, United States Census Bureau).

Since the Library is a member of the Central Kansas Library System, K.A.R. 54-1-8 requires the Library to provide library service to residents living in CKLS' 16 participating counties: Barton, Cloud, Ellis, Ellsworth, Jewell, Lincoln, Mitchell, Osborne, Ottawa, Phillips, Republic, Rooks, Rush, Russell, Saline, Smith. The library's immediate service area is the within the borders of the area taxed for the library.

Because we freely, without limit, share resources with all libraries in the CKLS region and meet annual standards, the Great Bend Public Library receives a public library allotment. This allotment is based on size of the community. The library receives a small amount from the State Library as well. To be eligible for these monies, the City of Great Bend is required to maintain local support.

### **Governance**

As provided by law, the Great Bend Public Library board is comprised of seven board members appointed by the Mayor with the approval of the city council. The Mayor is an ex officio member of the library board. Board members must live within the city limits. New library board terms start May 1. Great Bend Public Library has representation to vote at CKLS full system board meeting. The Great Bend voting representative or proxy, votes the interest of the library and the community. The Great Bend Public library board meets monthly to

conduct the regular business of the library, approve the strategic plan, approve the budget, and make any changes to the bylaws.

This library strategic plan of strategic initiatives and goals strives to move our mission and vision statements into action steps to improve library service for the Great Bend community.

## **Strategic Initiatives**

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### **Strategic Initiative 1: Excel in delivering service and managing resources**

Goal 1: All Great Bend community members will receive stellar customer service when they visit the library.

- Library staff will engage in ongoing training and development to improve librarianship skills and customer service skills
- Make decisions based on a deep understanding of Great Bend and Great Bend community members

Goal 2: Make data-driven fiscal decisions that lead to the best use of resources and maximize the impact on our community.

- Review and evaluate schedule of costs for all library services and activities

Goal 3: Be financially responsible and resourceful in purchasing decisions.

- Practice good stewardship with the funds the Great Bend community provides
- Provide value to the community for the funds entrusted to the library
- Better understand the role the library plays in making Great Bend great place to visit and live

Goal 4: Build close bonds with the community and look for partnership opportunities with organizations that share a common purpose

### **Strategic Initiative 2: Empower individuals at all ages and stages of life**

Goal 1: Adults, teens, and children will find a variety of educational and quality of life enriching materials and programs at the library.

- Develop in-house surveys to explore interest in programming topics for adults, children (babies to 5th grade), and teens (6th grade to 12th grade)
- Investigate simultaneous programs for children and adults
- Focus on literacy and school ready skills with children's programming
- Focus on enrichment and entertainment opportunities with teen programming

- Focus on lifelong learning and entertainment opportunities with adult programming
- Initiate programming and partnerships to address community needs (health, education, employment, literacy, consumer issues, parenting, arts and culture)
- Increase frequency and awareness of adult programs
- Retain and explore new partnerships for programs with community groups and libraries
- Cultivate relevant, dynamic and diverse collections that respond to user requests
- Provide a robust array of resources and services available 24/7

### **Strategic Initiative 3: Maintain accessible, comfortable interior and exterior spaces to support library goals and activities**

Goal 1: Patrons will discover a welcoming, comfortable environment that encourages learning and connecting.

- Utilize space planning techniques to design flexible spaces to reclaim space and maximize access while still housing library collections and the computer lab
- Create excellent spaces designed for user behavior and experience

Goal 2: The library will strive to be a place to meet, be entertained, and seek relevant information.

- Improve interior public spaces for patrons
- Reconfigure Adult Services space to improve seating and display options
- Explore repurposing the magazine corner
- Relocate the large print to a brighter space with more convenient access
- Install blinds in the Children's Room to help reduce glare in the afternoons and facilitate the showing of movies or other projected media
- Replace existing upholstered seating and table chairs

Goal 3: Patrons will find improved signage and displays to locate information and services quickly and easily.

- Expand display and promotional space to highlight features and services
- Increase Adult and Youth material displays and signage in central lobby areas
- Provide centralized areas for library and community information
- Analyze signage to improve consistency, wayfinding and library promotions

Goal 4: Expanded Security System

- Install 2 additional security cameras inside the library to discourage criminal activity and violations of the library's Customer Rights and Responsibilities policy

- Install 3 additional security cameras on the building exterior to ensure the proper use of the facility

Goal 5: Improve access to the library facility

- Install a handrail to the library main (east) entrance
- Install accessible vanities in two lower level restrooms

#### **Strategic Initiative 4: Technology enhancements and improvements**

Goal 1: Patrons will discover enhanced technology for creativity, entertainment, and collaboration throughout the library facility.

Goal 2: The Library will better utilize existing digital resources to support lifelong learning and personal growth.

- Evaluate usage and need of current and potential digital services and resources
- Market available digital resources, especially the digital branch
- Enhance use of digital marketing (social media, website, enews) to encourage utilization of existing traditional and digital services and programs