

Averus Corporation

DENISON PUBLIC LIBRARY

Strategic Plan 2008 to 2015

**Darrell Noe, Principal
David Price, Principal**



2008

DENISON PUBLIC LIBRARY STRATEGIC PLAN – 2008 to 2015

The Denison Public Library has an important and valuable history of community service. The Public Library was originally organized in 1935 and has served Denison’s resident and others since that time. As time has passed, the role that the library has played in the community has evolved. When the library opened over 70 years ago, radio was still a new technological service. Computers were unknown as were other tools that have affected the services that the library provides as well as the needs of its patrons.

Change is certain to continue and the library will find it necessary to continue to evolve in order to incorporate new types of technology and changing needs for community service. We can safely assume that the transition of the library from a labor-intensive service to a predominantly electronics-based service will likely continue and accelerate. The types of structures needed for libraries to meet the expectations of their users have also changed.

Maintaining compatibility with these changes and the expectations of the library users makes a systematic process of planning crucial. This strategic plan is designed to guide the library’s staff and stakeholders in evaluating where the library stands in meeting the identified needs over the next 7+ year time period. As is true for any effective plan, the plan must be evaluated and reevaluated on a regular basis. This is the only method to ensure that the library is on course to meet the needs of those who use it – and pay for it.

This Strategic Plan is organized from a general level to a specific level. At a general level are statements of

- Vision – adapted from survey responses and previous vision statement
- Mission
- Values

At a more specific level, the Strategic Plan contains goals for seven major areas of focus. These are:

- Construction of New Library
- Library Technology Planning
- Increasing Library Visibility
- Staff Development
- Collection Development
- Cultural and Community Role and Support
- Children’s Services and Programs

Goals are stated for each of these areas and followed by strategies for achieving these goals.

**VISION
DENISON PUBLIC LIBRARY**

The Vision for the Denison Public Library is to serve as a state-of-the-art public organization providing library services along with other compatible community services while promoting the city’s heritage and providing access to information and technology.

**MISSION
DENISON PUBLIC LIBRARY**

The Mission for the Denison Public Library is to provide open access to a wide variety of materials, services and information in a responsive and friendly environment that promotes lifelong learning.

VALUES DENISON PUBLIC LIBRARY

The Denison Public Library is dedicated to promoting the following values through its services and programs.

- ❖ Commitment to excellence
- ❖ Dedication to service with highest possible standards and fairness in how service is delivered
- ❖ Promotion and protection of intellectual freedom to read, hear, view, think and be heard as stressed in the First Amendment to the U.S. Constitution and other important cultural and political documents
- ❖ Providing a comfortable and pleasant environment for library patrons and staff
- ❖ Facilitating access to information
- ❖ Maintenance of collections and services that are responsive to the community's needs
- ❖ Provision of technological resources and community services that are compatible with community needs and that are also adaptable to innovation
- ❖ Recognition and fostering of Denison's community culture, history and environment
- ❖ Fiscal and environmental responsibility

GOALS DENISON PUBLIC LIBRARY

Goal 1: New Library

To pursue the construction of a new state-of-the-art library designed to meet current and projected library needs of Denison's residents

Strategies

- A. Develop a financing package consisting of private and public sources to present to Denison City Council in Spring, 2009
- B. Develop informational tools to explain the design, programs and functions of the proposed new library
- C. Plan for organization and services and programs for the new library
- D. Begin process of organizing the transition to the new library facility

Goal 2: Technology Planning

To develop and implement a plan for improving the technological services of the Denison Public Library

Strategies

- A. Examine and evaluate Radio Frequency Identification (RFID) technology and determine best application to improve check-out and circulation services
- B. Develop a systematic program to upgrade and maintain in-library technological resources
- C. Develop strategies for offering more on-line resources and opportunities
- D. Use annual budgeting to acquire new software and data bases where possible

Goal 3: Library Visibility

To develop and implement strategies to increase the visibility of the Denison Public Library throughout the community and the regional area

Strategies

- A. Work with local media to publicize programs and activities sponsored by the Denison Public Library
- B. Work with public and quasi-public agencies to offer programs that benefit both parties (e.g., Texoma Health Foundation)
- C. Develop more information for website about activities and programs; maintain website so that it contains most current information
- D. Develop an annual plan for publicizing and promoting library programs and activities

Goal 4: Staff Development

To ensure that the public is served by a well-trained staff that has the tools to provide the best service possible.

- A. Train profession staff in leadership, management and proactive customer service techniques
- B. Develop a schedule of regular staff meetings and opportunities of personal presentations and discussions
- C. Initiate a program to pursue locally available continuing education and staff-development opportunities
- D. Implement a program for staff to learn about new technology and on-line learning opportunities
- E. Annually fund the attendance of a professional staff member to attend the annual conference of the Texas Library Association

Goal 5: Collection Development

To take necessary steps to ensure that the Denison Public Library's collections meet the needs of users at all socio-economic and educational levels

Strategies

- A. Develop a plan to systematically and regularly evaluate the collections to be sure that they are up-to-date and responsive to the needs of the library's users
- B. Initiate a program to evaluate various media formats, the demand for those formats, and to provide necessary technology for their usage
- C. Initiate and maintain a systematic process for collection weeding

Goal 6: Cultural and Community Role and Support

To strengthen and maintain Denison Public Library's role as a focal point of Denison's history, cultural activities and community services

Strategies

- A. Develop a plan to be sure that cultural activities such as festivals and other community events are incorporated into and recognized by the library's programs and activities
- B. Initiate a program recognize local artisans and the artistic expressions of various cultural and ethnic groups in the community
- C. Develop rotating displays and other venues to reflect Denison's unique cultural, social and economic heritage
- D. Monitor activities of the City of Denison and other public agencies to ensure that the library is an integral part of plans for improvement of the community, such as activities designed to further enhance Main Street as a focus of community activity
- E. Provide space, support and service for the Texoma Health Foundation as needed

Goal 7: Children's Services and Programs

To continue the library's efforts to provide programs and services that will be attractive to the community's children and that will encourage and develop their desire to read and to learn.

Strategies

- A. Continue to offer programs such as weekly story times, and the **Read-to-Win Summer Reading Program** and other child-oriented activities that encourage the children of Denison to read and to explore the extensive resources of the library
- B. Work with community agencies such as the schools and others to identify and implement programs and services that will be attractive and intellectually stimulating for children
- C. Provide adequate and attractive space in the new library building to give children a safe and enjoyable outlet for educationally-oriented activities and programs
- D. Evaluate programs, activities and services of other libraries for their applicability and appropriateness for Denison's children and younger age groups