

Scenic Regional Library

Strategic Plan for 2024-2026

The Scenic Regional Library's strategic plan for 2024 to 2026 will focus on organizational health, reducing barriers and improving access, and technology.

1. Recruit and retain employees – Compensation and benefits are key factors in attracting and retaining talent, as well as making employees feel valued.

- Offer salary and benefits which reflect the market through implementation of the compensation study recommendations.
- Provide more staff development opportunities, such as training opportunities, mentoring, and job shadowing programs.
- Utilize staff input to enhance internal communication, such as how information is delivered and from whom.
- Increase employee recognition for exemplary performance, community awards, and anniversary dates both internally and externally.
- Offer additional staff events, including those that are family-friendly.

2. Strengthen policies – Robust policies help to build a stronger organizational culture and provide a roadmap for day-to-day operations.

- Review and update library policies on an ongoing basis.
- Create new policies to comply with the recommendations of the Missouri Public Library Standards' Essential Policies, such as an Incident Report Policy and Weather or Emergency Closing Policy.
- Review and update the Employee Handbook with annual signed acknowledgement by employees.
- Create an Emergency Procedure and Risk Management Plan.
- Update and remove outdated files from the staff intranet.

3. Enhance the assessment of services to guide decision-making – Conducting regular assessments of services is key to ensuring that the library continues to provide value to users.

- Utilize surveys and other feedback tools to regularly assess the effectiveness of library services.
- Provide a virtual option for the public to evaluate library programs and services.
- Monitor circulation, visitors, and computer usage regularly to determine possible changes to library service hours.

- Monitor usage of library collections, media, and equipment (public computers) in order to eliminate underutilized resources and direct expenditures to those which are more popular.
- Utilize the Digital Service Committee to perform an annual cost-benefit analysis on library research databases and recommend subscription changes to the library director.

4. Increase community awareness of the library – Marketing library services is critical to obtain new users and retain existing users, as well as enhance engagement and maintain relevance.

- Connect to library users and non-users through new social media platforms.
- Increase marketing of individual programs and events, including through the use of paid social media advertisements and banners.
- Increase community engagement to promote library services, such as presenting at service organizations.
- Target marketing of library services to intended audiences, such as publicizing teen programs at local middle and high schools.
- Train and direct staff to promote library services at the primary point of contact.
- Increase direct marketing of library programs and services, such as emails, text messages, and mail.

5. Assist users to confidently navigate the library's digital resources – It is critical to equip patrons with the techniques to access digital resources, therefore reducing a significant barrier.

- Create more instructional video content to assist users with digital resources.
- Incorporate library digital resources into related programs, such as using Creativebug during craft programs or Ancestry.com during a genealogy or local history programs.
- Improve usability of the library's website, online catalog, and digital resources, such as through the addition of a discovery layer to allow users to search multiple resources simultaneously.
- Provide staff with virtual training on the library's research databases and digital resources to allow them to be more comfortable assisting users.

6. Provide technology outreach in our communities – The library will explore new avenues to bring technology to residents because it recognizes that not everyone is able to visit a physical location.

- Identify new ways to provide technology outreach, such as a mobile computer lab.
- Increase the number of Wi-Fi hotspots offered by the library to accommodate demand.
- Explore virtual services to assist patrons with digital resources, such as one-on-one technology support via videoconferencing.
- Seek partnerships with other organizations and businesses to provide technology support to reach non-users.

7. Update and improve existing technology – Technologies must be kept current to enable patrons and staff to interact seamlessly with library systems.

- Enhance printing services through the addition of new technologies, such as color copying/printing and self-service payment.
- Upgrade security cameras to wired systems.
- Upgrade Pixel phones for branch photography and repurpose existing phones for credit/debit card payments at the service desks.
- Monitor performance of existing equipment and replace as needed, such as self-check systems, Xbox equipment, and Clevertouch devices.
- Work toward WCAG (Web Content Accessibility Guidelines) compliance for the library website.
- Monitor and update links and content on the library website.