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.
   - Update and remove outdated files from the staff intranet.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 program.
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.