FARGO PUBLIC LIBRARY STRATEGIC PLAN 2018-2020

The Fargo Public Library as adopted a new strategic plan to guide our work for 2018-2020.

OUR VISION

The Fargo Public Library will be a model of excellence in library services and the primary place in the community for people of all ages to fulfill their informational, recreational and lifelong learning needs.

OUR MISSION

The Fargo Public Library provides effective and efficient library services to meet our Community's personal, professional, and lifelong learning needs.

OUR VALUES

- We offer free, open and equitable access to information, technology, and community resources.
- We are culturally aware and engaged with our community.
- We strengthen our community by valuing and respecting differences to promote inclusiveness.
- We welcome and serve everyone.

OUR GOALS

GOAL 1. PROFESSIONAL & ORGANIZATIONAL: The Fargo Public Library will increase staff capacity by providing training, increasing effective communication, and reviewing and evaluating policies and procedures.

GOAL 2. PROGRAMMING: The Fargo Public Library will improve patron satisfaction by refining program planning, staffing and internal processes.

GOAL 3. COLLECTIONS & SERVICES: The Fargo Public Library will develop collections and services by evaluating relevancy, identifying potential gaps, and exploring innovative opportunities.

GOAL 4. PARTNERING: The Fargo Public Library will develop community partnerships that will increase visibility, maximize resources, and strengthen community collaboration.

GOAL 5. TECHNOLOGY & INFRASTRUCTURE: The Fargo Public Library will optimize infrastructure by providing safe and accessible spaces, identifying user-friendly technology, and utilizing and strengthening financial resources.

GOAL 6. MARKETING: The Fargo Public Library will increase community awareness and support of collections and services by utilizing creative messaging, engaging community outreach, and enhancing our voice via partnerships.

OUR STRATEGIES

GOAL 1. PROFESSIONAL & ORGANIZATIONAL: Increase staff capacity by providing training, increasing effective communication, and reviewing and evaluating policies and procedures.

1.1. Provide Training:

- Develop, implement and evaluate supervisor training
- Develop, implement and evaluate interdepartmental training
- Develop, implement and evaluate training related to the library's internal communication structures
- Develop/adapt, implement and evaluate customer service training in relation to our dynamic environment

1.2. Increase Effective Communication:

- Determine gaps in internal communications and knowledge about communication structures
- Develop strategies to overcome gaps and implement proposed solutions

- Develop, implement and evaluate an emergency communications plan

1.3. Review and Evaluate Policies and Procedures:

- Identify barriers to library use and identify strategies to overcome those barriers
- Audit procedures across the organization to ensure uniform service provision
- Evaluate and adapt library processes and procedures to ensure they reflect patron-focused priorities

GOAL 2. PROGRAMMING: Improve patron satisfaction by refining program planning, implementation and staffing, including internal processes.

2.1. Refine Program planning:

- Develop program proposal form
- Re-evaluate program evaluation options

- Develop yearly plan across children's, teen and adult programming to create a clear and focused vision
- Develop a list of potential programming and outreach partners

2.2. Refine Program Implementation:

- Research technology that can facilitate information gathering
- Continue remote programming and outreach with a potential focus on underserved populations
- Create opportunities to connect collections and services to programming

2.3. Refine Program Staffing, Including Internal Processes:

- Develop a job description for an adult programming coordinator and request that position
- Re-evaluate job descriptions and staffing structures as they pertain to programming
- Create time for program research, including regularly scheduled retreats

GOAL 3. COLLECTIONS & SERVICES: Develop collections and services by evaluating relevancy, identifying potential gaps, and exploring innovative opportunities.

3.1. Evaluate Relevancy in Collections and Services:

- Identify underused collections
- Survey users on how they use collections and services, identify venues to connect

3.2. Identify Potential Gaps in Collections and Services:

- Merchandise shelf appearance of collections, considering diversity within the community
- Develop techniques to evaluate local and regional publishers and/or self-published authors and resources
- Educate staff on collection content, emphasizing promotion

3.3. Explore Innovative Opportunities in Collections and Services:

- Identify potential partners for new services and collections
- Assess non-traditional collections for community relevancy
- Create formal system for library staff to propose new collections

GOAL 4. PARTNERING: Develop community partnerships that will increase visibility, maximize resources, and strengthen community collaboration.

4.1 Develop Community Partnerships that Increase Visibility:

- Increase "sign up for library card" events at area business or in conjunction with other organizations
- Identify groups or organizations that are not currently utilizing the library and try to partner with them
- Encourage staff to seek opportunities through personal connections to work with a variety of community groups

4.2 Develop Community Partnerships that Maximize Resources:

- Facilitate conversations with public and private partners to identify shared strategies regarding community growth

- Explore corporate sponsorships of major library programs
- Identify mission relevant community events and partnerships for mutual benefit

4.3 Develop Community Partnerships that Strengthen Community Collaboration:

- Continue to expand homeless outreach services
- Identify partners to assist in serving at-risk populations
- Explore and identify potential remote service points in collaboration with public and/or private organizations

GOAL 5. TECHNOLOGY & INFRASTRUCTURE: Optimize infrastructure by providing safe and accessible spaces, identifying user friendly technology, and utilizing and strengthening financial resources.

5.1. Provide Safe and Accessible Spaces:

- Eliminate sole staffing situations at all library locations
- Continue staff training related to safety and security
- Continue to evaluate security staffing needs
- Update Facility Master Plan
- Initiate ADA audit of all library locations

5.2. Identify User Friendly Technology:

- Collaborate with City Information Systems to improve internal knowledgebase tools
- Explore new technology resources for circulation or public use

- Continue integration of digital library resources with integrated library system
- Identify and implement technology competencies for staff to increase service efficiencies

5.3. Utilize and Strengthen Financial Resources:

- Identify efficiencies in purchasing
- Continue to identify strategies to grow endowment
- Analyze operation budget to ensure sufficient resources and allocations

GOAL 6. MARKETING: Increase community awareness and support of collections and services by utilizing creative messaging, engaging community outreach, and enhancing our voice via partnerships.

6.1. Increase Community Awareness of Collections and Services:

- Update and expand media plan
- Create a Library YouTube channel
- Continue to identify website functionalities to ensure a patron-focused user experience

6.2. Development of Creative Messaging:

- Sign up new cardholders for the library's electronic newsletter
- Identify merchandising opportunities related to programming and promotions
- Create buzz by providing unique resources and programs

6.3. Develop Engaging Community Outreach:

- Expand partnerships with community agencies and events to bring the library to them
- Identify and connect with underserved populations
- Develop speakers' bureau of library staff to speak at community events

6.4. Enhance Our Voice via Partnerships:

- Develop relationships with businesses, healthcare providers, and higher education institutions to identify future collaborations
- Seek out participation opportunities with local non-profit organizations
- Seek out organizations willing to co-promote the library's resources with the organization's activities