

Boyle County Public Library Long Range Plan

July 1, 2017 – June 30, 2022

Mission Statement: The Boyle County Public Library engages the community by promoting life-long literacy and learning, by connecting people to information and technologies, and by contributing to local cultural life.

Vision Statement: The Boyle County Public Library serves as a hub for the exchange of information and the provision of programs and services that enhance the quality of life in our community. Welcoming, accessible, and free to all, the library preserves the past, explores the future, and strives to offer the best of the present in educational, cultural, and technological ideas.

Library Roles: The Boyle County Public Library strives to nurture life-long readers, including children, ‘twens, and teens; to stimulate imagination and creativity and to celebrate diversity through dynamic programming and high-quality resources; to become a community hub for local partnerships and resource sharing; and to preserve our cultural record through historical document archives, family histories, and genealogies.

TECHNOLOGY

Goal: *Be a community leader in the informed use of appropriate technologies.*

- Objective 1. Provide “futurecasting” of technology for our community.
- Objective 2. Provide and support an intranet for internal communication.

PROGRAMMING & OUTREACH

Goal: *Meet the programming needs of our patrons within our service area, regardless of demographic or geographic factors.*

- Objective 1. Offer a variety of events to promote intergenerational interaction.
- Objective 2. Provide concurrent events for adults and children for the convenience of families.
- Objective 3. Provide service in non-traditional locations.
- Objective 4. Focus on the continued development of library services to teens.

MARKETING

Goal: *Increase our capacity for marketing to the entire community.*

- Objective 1. Employ measurable assessments to determine the needs of the community at large and the overall perception of the Library.

- Objective 2. Create and maintain a comprehensive marketing plan, utilizing community feedback.
- Objective 3. Increase brand awareness within the community.

COLLABORATIONS & PARTNERSHIPS

Goal: Support and promote our community partners.

- Objective 1. Create an ambassador program that connects library representatives with community groups.
- Objective 2. Use library space and programs to highlight and expand upon what the community offers.
- Objective 3. Utilize community expertise and resources.

ACCESS & FACILITIES

Goal: Provide a positive information-seeking experience, in both the physical and digital space.

- Objective 1. Improve usability of the library website.
- Objective 2. Improve library signage.
- Objective 3. Assess current use of library space as it relates to community and collection needs.
- Objective 4. Assess operational hours.

COLLECTIONS

Goal: Ensure our library collections meet the information needs of our constituents.

- Objective 1. Assess the quality and condition of library collections.
- Objective 2. Assess community needs for collections.
- Objective 3. Cultivate a designated young adult collection.

GOVERNANCE & HUMAN RESOURCES

Goal: Enhance the operational structure of the library as a means of improving services to the public.

- Objective 1. Facilitate internal communications
- Objective 2. Improve the consistency and quality of staff training.
- Objective 3. Diversify the Board of Trustees both geographically and socioeconomically.