



Long Range Plan 2018 - 2021

**Submitted by:
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Library Director
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Mission Statement

The mission of Safety Harbor Public Library is to inspire lifelong learning and offer individuals of all ages a center for literacy and cultural activity within the community. The Library will provide an empowering and caring environment where educational, cultural, and business needs can be successfully met through quality materials, programs, services, and the use of traditional and emerging technologies.

Acknowledgements

- ❖ Library Advisory Committee
 - Amanda Gillespie
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- ❖ Friends of the Safety Harbor Library, Safety Harbor Public Library Foundation, and the Chrissie Schull Elmore Library Trust for their contributions and ongoing support of the Library.

- ❖ The dedicated staff of the Safety Harbor Public Library who make our Library the best it can be.

- ❖ The residents of Safety Harbor and Pinellas County who utilize our Library, attend our programs, and are advocates for all libraries. We welcome the opportunity to serve you.

This plan was approved by the Library Advisory Committee (LAC) on August 14, 2018. Input from the library community included data from a 2018 user survey, with additional input from the LAC and library management. Objectives in this plan will be reviewed annually by the library director and LAC to ensure the library remains on track with objectives.

Director's Summary

Our Library of today is no longer a place of hushed voices; instead it is a haven of activity and bright spaces offering an array of services. You'll find children learning to code or reading to a friendly dog. You can borrow your favorite book in paper or electronic format, a variety of tools, museum passes or a Wi-Fi hot spot, or take home some seeds for your garden. It's a place that provides a high school diploma, or where you can meet with an expert to navigate Medicare options or a professional to help you with your small business plan.

The Library is a place open to everyone in the community to meet, study, or simply to find a comfortable place to sit. It's an active place to learn a new skill or attend a concert. Where parents can bring their children and interact with others while their children choose a book, experience learning on educational computers, or create a masterpiece in the Art Nook. It's a place where teens can join their peers after school, learn to cook, or do their homework. It's where Safety Harbor's history is preserved and your family roots can be researched with our online resources.

Today libraries serve their communities differently and evolve as needs of the community change. The proposed expansion of a second floor meeting room facility will provide additional needed space for the library to provide technology classes, a creative room for learning, and the ability to host more community programs and simultaneous events. With supplemental funds raised by the Library Foundation's, *20/20 Vision - Let's Build a Story Capital Campaign*, this addition will allow your library to expand its offerings. We are excited for our future and what we have in store for you.

Please visit us in person or on our website, <http://www.SafetyHarborLibrary.com> to learn more about us and how we can serve you.

-Lisa Kothe



Goals and Objectives - Long Range Plan
Fiscal Year 18/19 - FY20/21

Goal 1: Adapt to changing technologies, community needs, and internal space redesign

Print circulation has been decreasing, with e-books and online resources on the upswing. New technologies, facility usage and program attendance is in an upward trend.

Objectives:

- 1.1 Continue to work with the City and Library Foundation on the second floor meeting room expansion funding to meet 2021 pre-construction goals
- 1.2 Provide input to architect to incorporate technology training areas, collaborative workspaces, and expanded meeting room facilities on second floor
- 1.3 Determine relevant collections, remove unused materials, and decrease shelving space to accommodate additional, comfortable group and individual study and meeting spaces. Explore options for relocation of DVD and CD collections to maximize prime space with continuing downsizing of the collection.
- 1.4 Redesign circulation desk to facilitate greater interaction with the public, while promoting usage of self-check outs
- 1.5 Increase e-book budget and support new digital services, including Hoopla and other digital resources
- 1.6 Research RFID technology and cost of implementation. Implement a cost effective credit card solution in 2018.
- 1.7 Reconfigure space in back of the library to align with staff roles and projects

Goal 2: Continue to Strengthen the Library Role in the Community

Collaborate with stakeholders to be a destination of choice and a gathering place for community members through outreach and internal programs.

Objectives:

- 2.1 Provide quality, diverse programming for all ages, offering popular timeframes our public can attend, including weekends

- 2.2 Reach out directly to new residents to introduce Library services and promote/market library programs through online media platforms for wide distribution
- 2.3 Maintain positive relationships with the Friends of the Library and Library Foundation
- 2.4 Continue to support and market Home Delivery partnerships with local pre-schools and assisted living centers, as well as individual residents
- 2.5 Form mutually beneficial partnerships with local businesses and Chamber of Commerce
- 2.6 Continue to partner with the Friends of the Library to maintain the Little Free Libraries in Safety Harbor and grow their in-house book store
- 2.7 Provide programs and partnerships to provide assistance to the public with daily needs, including tax preparation, high school diplomas, ESOL, SHINE, and other services
- 2.8 Apply for relevant cultural grants outside the normal library realm and support continuing marketing efforts, including the Florida Stories Walking Tour app
- 2.9 Coordinate efforts and hold regularly scheduled meetings with Leisure Services to collaborate on programs serving shared populations

Goal 3: Balance Library Collections with Public Needs, Changing Technologies, and the lending of “things”

Purchase relevant print materials and explore innovative services and materials to balance evolving digital and print realms. Support the lending of non-traditional items.

Objectives:

- 3.1 Explore cost effective digital resources to supplement print and media collections, including e-books and magazines, and streaming video. Purchase materials based on community usage, ensuring expenditures match circulation usage.
- 3.2 Expand Tool Library and lending of relevant items, including WIFI hot spots, seeds, and other items of community interest
- 3.3 Maintain online local history access for universal sharing of the *Safety Harbor Herald* newspaper and other historical documents related to Safety Harbor
- 3.4 Promote and support the partnerships developed by the Pinellas Public Library Cooperative, including the museum pass program, Reading with the Rays, and Ukulele lending and events.
- 3.5 Maintain a popular materials collection of bestselling books in multiple formats and implement a leasing program for return of multiple copies after lifespan is met
- 3.6 Evaluate and implement small scale Maker Spaces relevant to our community needs, including VHS to DVD conversion, photo and video editing, and other services.

Goal 4: Continue to promote community literacy by offering technology instruction, tutoring for speakers of other languages, and story times.

SHPL will strive to continue promotion of literacy within the community by offering technology classes, story times, youth coding sessions, and high school diplomas.

Objectives:

- 4.1 Offer computer training classes on various technologies and applications
- 4.2 Promote and provide ESOL (English Speakers of Other Languages) tutoring with literacy partners
- 4.3 Story times for infants though pre-school offered throughout the year, along with summer reading programs for all age groups, including teens and adults
- 4.4 Maintain and support host site for the Pinellas Public Library Cooperative's Deaf Literacy Center
- 4.5 Explore alternative ways to provide library services outside library walls, including remote events and attending City wide events.

Goal 5: Attract and retain professional staff to develop customer focused services and programs, development of relevant collections and new technologies to provide a positive library experience

Staff payroll and benefits is the largest library budget expense. SHPL will strive to retain professional staff, ensuring increased productivity, quality programs, and long term visions are met.

- 5.1 Empower staff with an environment of teamwork and culture of continuous improvement to ensure excellent service and programs
- 5.2 Continue to encourage staff to attend training at special interest group meetings, webinars, and conferences for opportunities to gain exposure to new ideas, information, and training needed to perform effectively and creatively
- 5.3 Build ongoing, part-time summer position in youth services into budget
- 5.4 Add Community Services Librarian for additional functionality for second floor and added service desk coverage
- 5.5 Convert two part-time positions in adult and youth services to full time