



## Action Plan 2020

**Our Vision: The Effingham Public Library: A catalyst for positive action.**

**Our Mission: The Effingham Public Library creates unique opportunities to connect with literature, learning, and the community.**

**Our Values: Connection \* Service**

### Strategic Goals

#### Welcoming

- Create and maintain a welcoming environment
  - Prepare for the remodel of the 2<sup>nd</sup> Floor, including developing donor relationships and engaging with the architect about space needs
  - Continue to strengthen internal processes for efficiencies
- Foster opportunities to greet new residents
  - Research all hours for effectiveness and adjust as needed
- Provide library service to all
  - Review staff roles and find the best fit as we explore library service to all
  - Continue to research impacts of providing library service to all of Effingham County

#### Communication

- Develop useful channels of communication for the community
  - Enhance our meeting room services, including an opportunity to connect with each booking about the services provided by the library and deepen our connections with each organization/business
- Facilitate communication between the community and new and existing services
  - Evaluate how foster care family visits occur in our building and how we can better serve this population
  - Continue to build and strengthen relationships with local government officials

#### Connection

- Create opportunities for people to engage
  - Increase active donor base by 10% (new donors)
  - Engage our volunteers by growing the number of hours served in our volunteer program by 5%
- Develop outreach initiatives that foster deeper community ties
  - Register 20 more non-resident cardholders over the previous year
  - Along with neighborhood ambassadors, canvas 15% of the neighborhoods in Effingham to encourage library card redemption



### **Education**

- Expand opportunities for youth to connect with science, technology, and the arts
  - Hold one program per month that targets Kindergarten through fourth graders
- Foster outreach opportunities that support an active and involved community at all ages
  - Connect with at least 2 new organizations that primarily serve either the whole county or residents outside of Effingham
  - Family Read Night 2.0 delivered to at least one school

### **Safety**

- Support a safe environment in our community
  - Host active shooter training for our staff
  - Update emergency plans and procedures as well as test them for effectiveness
- Partner with community leaders to educate the community about our changing neighborhoods
  - Host three community conversations around topics of interest in the community