



Action Plan

2022

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

- Continue to develop our brand as community space
 - Communicate the following: What does “community space” mean for the community? How does access (to technology, to space, to information, to entertainment, etc.) filter down into the community and benefit all?
 - Create advocacy messages connected to the library service area expansion
- Create and maintain a welcoming environment
 - Develop a recruitment strategy for new board and staff members that reflects the changes within our community
 - Improve board orientation process

Communication

- Communicate successes
 - Create a “Year In Review” report/infographic to public (focus on partnerships, number served...)
 - Develop messaging that is mission focused to clearly communicate what people can expect
- Awareness - Engaged - Advocate
 - Develop advocates for the library, specifically tied to the library service area expansion.
 - Conduct local research to identify target audiences and develop action-based messages that will connect the library’s mission to the specific audience



- Develop useful channels of communication for the community
 - Develop marketing that supports our goal of library service area expansion
 - Develop a coordinated engagement calendar
 - Train staff to utilize up-sell techniques at service points

Connection

- Provide library service to all
 - Continue to research impacts of providing library service to all of Effingham County
- Staff confidence/empowered/retention
 - Develop a more comprehensive on-boarding process using Niche Academy
 - Utilize the tools and expertise we have to increase skill building and cross-training
 - Institute rounding check-ins
 - Plan for 6 all-staff training half days per year—include team planning time
- Partnerships
 - Implement a partner decision-tree/matrix/evaluation
 - Create specific plans for partner agencies – what's in it for the library? What will the library do?
- Create opportunities for people to engage
 - Increase active donor base by 5% (new donors)
 - Invite local, state, and federal officials to visit the library
- Develop outreach initiatives that foster deeper community ties
 - Create decision tree – low-high impact, low-high investment (staff, \$)
 - Develop a clear goal and conversion method for each outreach activity (example: hand out postcards that ask people to come to the library to get a card – track those that follow-through)
 - Increase resident card redemption by 3%