

Fulton County Public Library

2022 to 2026

High-Level Strategic Plan

Adopted: April 11, 2022

Mission-Vision-Values

MISSION

Branching into the community to inspire lifelong learning and enriching experiences.

VISION

Connecting the community, creating opportunities, and inspiring fun.

VALUES

- **Welcoming:** Creating a friendly, safe space for all that encourages relationship development.
- **Knowledgeable:** Facilitating learning and sharing through diverse resources and experiences.
- **Forward Thinking:** Creatively and proactively adapting to evolving needs.
- **Community Oriented:** Fostering collaborative relationships that connect and strengthen the community.
- **Continuous Improvement:** Remaining open minded, continually learning and striving to provide relevant resources, services and programs.

4 - Strategic Focus Areas

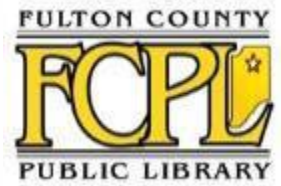


Strategic Overview



Focus	Top Investment Options	Goal/Outcome
Evolved & Improved Facilities	<ul style="list-style-type: none"> • Refresh the overall library spaces at all locations (inside and outside) • Create a more intentional pre-teen space and expand services to this age group. • Expand the makerspace & STEM/STEAM programming across the system • Expand and improve study & meeting spaces & rethink Indiana Room space • Improve teen space and create separate social/quiet areas within it • Improve signage overall but in particular for wayfinding 	<p>Users of all ages find spaces (inside and outside) of all locations serve their needs and increase their desire to spend more time at the library.</p>
Meaningful Outreach & Partnerships	<ul style="list-style-type: none"> • Expand services to those who can't get to the libraries • Improve partnerships with schools for outreach programming • Increase engagement and services to home school families and the homeschool community in general • Increase overall partnerships within the county 	<p>Residents of all ages throughout the county are served by the library regardless of their location and access to transportation.</p>
Effective Marketing & Promotion	<ul style="list-style-type: none"> • Make the marketing and promotion of the library's resources, services, and programs a clear priority and improve quality and effectiveness of it. • Plan multiple BIG events to re-engage the community post Covid and get the library back into the minds of non or less frequent users • Redesign the library's website to improve usability and user engagement 	<p>The Fulton County community is more fully aware of the resources and services available from FCPL and consider the library a valuable resource for all.</p>
Great Programs & Resources	<ul style="list-style-type: none"> • Plan multiple BIG events to re-engage the community post Covid and get the library back into the minds of non or less frequent users • Seek to improve the quality and depth of programming • Find Adults in community (especially those with unique skills) to teach STEM • Develop a Library of Things 	<p>FCPL offers high quality programs and resources that delight and engage county residents and excite them about the library.</p>
Improved Organizational Development	<ul style="list-style-type: none"> • Increase efforts, resources, and spending to improve staff cooperation, collaboration, and efficiency • Increase staff training and cross-training to further the capabilities of the overall team and improve customer experience • Evaluate overall staffing positions, levels, and roles, and ensure the right PT or FT staff levels are assigned 	<p>FCPL staff are fully engaged, excited to collaborate, and have the skills and professional development they need to exceed community needs and wants.</p>

Evolved & Improved Facilities



Elevate the Library's facilities indoors and out to better align the spaces to meet evolving community needs

FCPL will provide indoor and outdoor library spaces that are welcoming and inviting to all Fulton County community members. The focus will be on doing that within the current building envelopes/sites. Library spaces will be enhanced to meet the full host of user needs that exist within the community. The focus here is on further evolving the Library's spaces to create an engaging destination full of experiences that delight and inspire visitors. Attention and investments should be driven to elevate both the indoor and outdoor library spaces across all 3 FCPL locations.

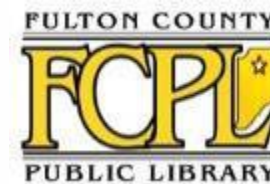
Outcomes:

- Visits to the Library increase and those that come, stay longer and utilize more physical and digital resources.
- Satisfaction with the Library's spaces improves.
- Users experience a larger array of library services and resources on each visit.
- Expanded use of creativity and makerspaces.
- Higher satisfaction with meeting spaces.
- Needs of patrons with disabilities or physical mobility issues are better met.
- The average stay of users is longer.
- Users attest to the Library's buildings being key physical cornerstones of the community's infrastructure.
- Increased utilization of youth areas especially by tweens (8–12-year-olds).

Potential Initiatives:

- Refresh the overall library spaces at all locations
 - Evaluate space usage and allocations
 - Engage outside help with this evaluation/refresh
 - Improve usability and accessibility of the library buildings
 - Increase space and visibility of the Makerspace
 - Improve access to power and charging
- Expand and upgrade outdoor spaces at all locations
 - Increase usability for programming and areas for users to sit/read/study/meet
 - Improve comfort and access to Wi-Fi and power
- Create a more intentional pre-teen space and expand services to this age group at Rochester location
- Expand and improve study & meeting spaces
- Rethink Indiana Room space at Rochester Location
- Improve teen space and create separate social/quiet areas within it at Rochester location
- Improve signage overall but in particular for wayfinding at all locations
- Evaluate collection usage and better optimize in terms of space usage and allocation at all locations
- Get security cameras up at all locations

Meaningful Outreach & Partnerships



Expand and optimize services and resources to meet the community's needs for those that can and cannot make it to the Library's physical location(s).

FCPL will seek to expand its services beyond the walls of the current physical library locations to better meet the needs of Fulton County residents, with a particular focus on those that cannot easily get to the current library locations and/or where the impact of library services would be greatest. Programs, resources, and services will be made available both physically and digitally; inside and outside the walls of our buildings.

Outcomes:

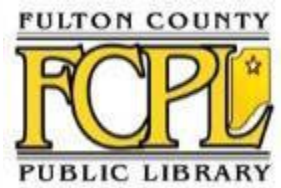
- More residents are positively and consistently impacted by library services.
 - Services are more easily accessed by users that cannot as easily access the current 3 locations.
 - Services utilization across all categories and across a broader user base increases but especially in higher need users that aren't regularly assessing the library resources today.
 - Community attends and rates library outreach programs as successful, impactful, and innovative.
 - Community has Increased satisfaction (surveyed & anecdotal) and usage of the library services.
 - Increase/maintain high level of community members believing that FCPL helps make Fulton County an even better place to live.
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Potential Initiatives:

- Consider options for Homebound delivery and expansion of programs and outreach to nursing homes and assisted living centers
- Evaluate adding some model of bookmobile or mobile service to serve the population who can't get to the library
- Assess current staffing approach to outreach and consider creating a head of outreach services
- Improve partnerships with schools for outreach programming
 - Collaboration and communications with school libraries and direct collaboration with and promotion to teachers
 - Provide digital services to schools and work with schools to market summer reading programs
- Evaluate tutoring services k-12 in support of/in collaboration with school systems
- Increase engagement and services to home school families and the homeschool community in general
 - Reach out to these communities and increase dialogue about what services and resources the library could provide in support of their educational work.
 - Look at programs that might be specific to homeschools (book club, STEM, etc.)
- Increase overall partnerships within the county like youth centers, business community, extension office, animal shelter, etc.



Effective Marketing & Promotion



Raise the profile of the library system, its resources, programs, and services across the breadth of the county such that the library system is seen as a central and indispensable part of Fulton County.

FCPL will increase the staffing, efforts, and resources applied to marketing and community awareness activities. Improvements in marketing and communication effectiveness will seek to better convey all the Library offers and engage more users from across the county in utilizing the vast array of library services.

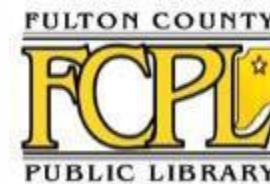
Outcomes:

- The Library's resources, programs, and spaces are more heavily utilized.
 - Overall awareness of library resources and services is increased.
 - Library recognition within the community is increased.
 - Increase in community engagement with the Library.
 - Increase/maintain high level of community members attesting to the fact that the library system helps make Fulton County a better place to live.
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Potential Initiatives:

- Increase the investment/spending on marketing
- Develop a marketing plan
- Consider a full rebrand or at the very least a brand/logo update
- Evaluate staffing and organizational roles related to marketing and promotion
- Better utilize social media to not only raise awareness but better engage with the community
- Redesign the library's website to improve usability and user engagement
- Plan multiple BIG events to re-engage the community post Covid and get the library back into the minds of non or less frequent users
 - Start a regular family night at the library (weekly or monthly)
 - Plan some large community events outside (kickoff/end of summer)
 - Consider some overnight programs at all ages
 - Heavy emphasis on this year's summer reading launch

Programs & Resources



Explore efforts that improve the attractiveness and usability of library services. This should not only make the Library easier to use but also make its resources, programs, and services more accessible to all.

FCPL will evaluate user facing resources, programs, and services, looking for ways to make those elements easier to access and use. Physical and digital accessibility being a key part of that but also looking to making those service as easy as possible to use.

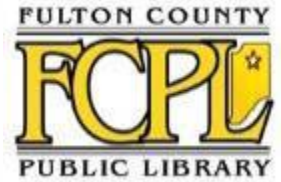
Outcomes:

- Resource utilization across all categories increases, and community satisfaction with resources is improved.
- Community attends and rates library programs as successful, impactful, and innovative.
- Program attendees indicate increased confidence in personal learning, skills, abilities.
- Community has Increased satisfaction (survey & anecdotal) and usage of the Library (services, spaces, and resources).
- Increase usability and patron usage of digital resources.
- Increase/maintain high level of community members believing that the library helps make Fulton County a better place to live.
- Users attest to getting the answers/help they need from the library to live better lives.

Potential Initiatives:

- Plan multiple BIG events to re-engage the community post Covid and get the library back into the minds of non or less frequent users (see this same initiative in marketing)
- Seek to improve the quality and depth of programming
 - Book of the month club, nature programs, exercise programs, movie nights (outside in particular), guest speakers, after-hours programs, Evergreen tips, diversity dialogue, continue virtual programs
- Expand the makerspace & STEM/STEAM programming across the system
 - Find Adults in community (especially those with unique skills) to teach STEM
- Develop and deploy a Library of Things
- Keep technology more up to date (Public and Staff equipment/PCs/timeclocks)
- Job Seeker classes/resources with partnerships
- More unique & unexpected events (cornhole tournament, gaming events)
- Create a VR and gaming space
 - Evaluate developing an Esports/ simulator leagues
 - Increase VR awareness and increase usage
- Evaluate need and best approaches to more tech training

Improved Organizational Development



Unify and further improve the staff of the entire library system by increasing communications, collaboration, engagement, education, and training.

FCPL, with the support of the board and community, will further invest in the development of the FCPL organization, prioritizing staff development and organizational improvement. Emphasis will be put on improving internal communications and collaborations between all locations and departments. FCPL seeks to become a more unified and mission-driven team, working in concert to deliver a high level of service and value to the community.

Outcomes:

- Staffing, location, and department silos will be diminished and FCPL team members will work together across all areas in an improved manner.
- Staff will report higher levels of job satisfaction and an increased sense of teamwork and organizational harmony.
- All library locations are seen as friendly, welcoming places where library users see their service needs met.
- Staff will have the access to training, professional development, and resources they need to thrive as team members of FCPL.
- The community views the library's operations as open and transparent and are able to evaluate the library's contribution to the community.

Potential Initiatives:

- Increase efforts, resources, and spending to improve staff cooperation, collaboration, and efficiency
 - Increase internal communications
 - Increase work around team building to address silo-ing & break down internal walls
 - Staff development
 - Rotate Board meeting location
 - More all staff and dept. meetings (rotate where & who leads) to improve cooperation between branches
 - Create an idea board for feedback
 - Get outside help with organizational development
- Increase staff training and cross-training to further the capabilities of the overall team and improve customer experience
 - Cross department training
 - Customer service training
 - E.D.I related training and empathy building
- Evaluate overall staffing positions, levels, and roles, and ensure the right PT or FT staff levels are assigned
- Increase the transparency of the library's work and activities
 - Add ROI data to checkout receipts
- Consider a greeter kiosk position at entrances