



# STRATEGIC DIRECTIONS



2012-2015

Grand Forks Public Library

The mission of the Grand Forks Public Library is to connect the community, enrich the mind, and inspire the imagination.

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# Strategic Directions

## GRAND FORKS PUBLIC LIBRARY

### Focus 1: Deliver phenomenal customer -focused service and convenience ensuring that each library encounter is pleasant and exceeds customer expectations

#### Goal 1: Reduce barriers and make using the library as effortless as possible for customers

- Implement roving reference to better serve customers in the library
- Reduce materials processing time so customers receive materials quicker
- Offer online library card registration and feedback options
- Accept credit and debit cards, both in-house and online
- Eliminate “Fort DVD” and enable library customers to browse the DVD collection
- Work with the City to get a bus stop closer to the library
- Improve interior library signage

#### Goal 2: Provide exceptional, innovative and proactive customer service

- Provide friendly, helpful, and knowledgeable staff.
- Conduct customer and community surveys and needs assessments
- Implement greeter system to better serve customers’ needs
- Implement a single point of service desk, combining circulation and reference duties
- Ensure customers get service at the level THEY want:
  - ~ Pick up own holds
  - ~ Place in-house holds
  - ~ Edit own account (change address, pin, etc)
  - ~ Pay fines online and at self-checkout station
  - ~ Add their own subject headings (tags) to catalog
  - ~ Offer RSS feeds about new materials, library blog, etc.

#### Goal 3: Develop programs and services that respond to diverse community needs

- Offer Podcasts and streaming videos on library website
- Develop Web-based pathfinders (recommended sites), tutorials and other ways of helping the public navigate the web
- Review and compare databases and magazines for usage and cost-effectiveness
- Create programs that help the library serve as a hub of community information
- Create a Small Business/Entrepreneur Center in the library with relevant programming

#### Goal 4: Meet customers where they are, in buildings and beyond

- Explore and implement expanded outreach and delivery models (kiosks, book vending machines, book returns, etc)
- Develop outreach services for seniors, the disabled and homebound (daycares?)

## Focus 2: Create a 21<sup>st</sup> Century facility that meets the needs of the community as a welcoming and inspiring center for the mind and spirit

**Goal 1:** Provide a facility that is accessible, safe, efficient and customer-friendly with a welcoming atmosphere

- Assess and document current and future facility needs
- Develop and adopt plan to address facility needs
- Explore the creation of a café, beverage station, and/or vending services
- Reduce the number of back-issues of periodicals we archive
- Explore options to display public art throughout the library

**Goal 2:** Utilize responsible and sustainable environmental practices

- Investigate energy efficiencies and improvements that can be made
- Explore additional ways to reduce, reuse, and recycle

**Goal 3:** Create intuitive and flexible library spaces that reduce physical barriers between library customers and staff

- Re-configure DVD, reference and circulation areas to be more browsable and user-centric
- Investigate purchasing comfortable seating for patrons
- Weed collection to eliminate books on bottom shelves

## Focus 3: Build meaningful community connections to help make a difference in people's lives

**Goal 1:** Market the Library's story so that library materials, programs, and services are more visible and the ways the Library connects, inspires, and informs to transform lives and change communities is made clear.

- Implement a public awareness campaign for the library, such as Geek the Library
- Utilize marketing opportunities in the community (Potato Bowl parade, etc.)
- Investigate marketing training opportunities for library staff
- Offer reading celebrations at the library
- Empower more staff members to update and modify the library webpage
- Draw innovative ideas from the retail model for merchandising library materials

**Goal 2:** Incorporate library services into the fabric of the community through alliances and partnerships with other libraries, organizations, and events, resulting in strong community pride and support.

- Increase library presence on public access TV
- Provide links to streaming video on website
- Explore linking websites to/from community organizations
- Examine ways to invite community to exhibit local talent and hobbies at the library

## Focus 4: Foster Organizational Innovation and Excellence

### Goal 1: Maintain sound fiscal stewardship

- Ensure that all library employees are paid a fair and reasonable wage, consistent with the market rates in the region.
- Evaluate current practices to determine what the library can do to increase fiscal transparency.

### Goal 2: Empower staff to provide exceptional customer service

- Establish a respectful and positive work environment for all staff members
- Create more effective processes for collection development and maintenance
- Reduce staff time spent on routine tasks (acquisition, processing, notifications, etc) to enable them to more directly serve library customers
- Ensure that staff receive ongoing professional development and training opportunities

### Goal 3: Develop an organizational culture where innovation is the norm