

SERVICES

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provide access to quality services

The library will continue to provide access to quality services including an excellent collection, a variety of programs and exceptional customer care. The library must continuously assess community needs and seek to provide those services desired by citizens. In addition the library will provide workshops to demonstrate available resources. Kiosk library service will provide access to library services throughout the community.

- Provide exceptional library services based on community needs assessments
- Provide workshops and personal appointments to demonstrate available resources
- Plan and implement kiosk library service throughout the community

SUSTAINABILITY

support a family community for a lifetime

The library will develop means of sustaining services that support a family community for a lifetime. Staff must be offered continuing education opportunities to ensure ongoing, quality customer service and innovation. A 'Friends of the Library' Group will provide a vehicle for grant applications and fundraising for the library. The library will incorporate green initiatives into future workflow activities and facilities upgrades.

- Provide continuing education for staff that encourages self-development and innovation leading to quality customer service
- Support the establishment of a 'Friends of the Library' Group
- Incorporate green initiatives in library facility and daily workflow activities

SUSTAINABILITY

2013

2015

William T. Cozby Public Library

Strategic Plan

MISSION

The William T. Cozby Public Library's mission is to nurture and sustain a family community for a lifetime by providing innovative, exceptional service and access to learning, information and enrichment.

A Family Community for a Lifetime





COLLABORATION

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build lasting partnerships

In order to Build a Family Community for a Lifetime the library should intentionally reach out to local organizations and other city departments to develop programs that will have an impact on the community. Partnerships will allow for more effective outreach, opportunities to share resources, and value to the community.

- *Facilitate partnerships with educational entities to provide curriculum support and multiple opportunities for learning*
- *Design and implement a Creative Learning Lab to encourage innovation utilizing local resources*
- *Develop interdepartmental partnerships to enhance public service programs*



SPACE

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design adaptable spaces

Libraries are evolving faster than ever and it is prudent to design spaces that are easily transformable from one purpose to another. Furniture, shelving, technology and staff must be flexible and allow for the creative use of available space. The library must expand and renovate its existing space to allow for more adaptability.

- *Expand and renovate the library facility to maximize library space*
- *Improve parking lot functionality including a drive-through book drop*
- *Design specific use spaces that are functional and separate, incorporating sound management into the design*

MARKETING

effectively inform the community

The library offers a wealth of information, services and programs that are designed to meet the needs of the community. The library must effectively communicate to increase awareness of its available resources for learning, information and enrichment.

- *Evaluate current marketing strategies to measure value*
- *Enhance current marketing strategies to promote library services*
- *Utilize electronic communication methods to promote library services*



MARKETING



TECHNOLOGY

integrate innovative technology

Technology in libraries allows for the provision of a multitude of library services and is of critical importance in providing resources that meet the needs of those who cannot afford technology along with those who can. The library must continue to integrate innovative technology to enhance library services while being mindful of the benefits, the costs and the training required for staff to be competent in their work.

- *Evaluate and implement emerging technologies for patrons and staff*
- *Build and maintain technology infrastructure to provide quality library services*



TECHNOLOGY

