

The  
Findlay-Hancock  
County Public Library

Strategic Plan  
2018-2020

Approved by the Board of Trustees  
December 12, 2017

**Findlay-Hancock County Public Library  
Strategic Plan 2018-2020  
Executive Summary**

In September of 2017 the administration of the Findlay-Hancock County Public Library began the formal strategic planning process for 2018-2020. As with the previous two strategic plans, the framework used to develop the plan was the *Strategic Planning for Results* format developed specifically for libraries in conjunction with the Public Library Association. The process is a collaborative effort between community residents, the Board of Trustees, and the library staff. The planning process was assisted by Dr. Brian Treece of the Findlay-Hancock County Community Foundation. Dr. Treece's role as a meeting facilitator was critical and greatly appreciated.

During October of 2017 the library's Board of Trustees, the library staff, and a Community Planning Committee, made up of community members representing various stakeholders and constituencies, met in separate sessions to identify community needs. To specifically address community needs, the *Strategic Planning for Results* process divides the services performed by libraries into eighteen categories, or service responses. The four primary needs, or service responses, as identified by the Community Planning Committee were:

***Create Young Readers: Early Literacy***

*Children from birth to five will have programs and services designed to ensure that they will enter school ready to learn to read, write, and listen.*

***Celebrate Diversity: Cultural Awareness***

*Residents will have programs and services that promote appreciation and understanding of their personal heritage and the heritage of others in the community.*

***Know Your Community: Community Resources and Services***

*Residents will have a central source for information about the wide variety of programs, services, and activities provided by community agencies and organizations.*

***Make Career Choices: Job and Career Development***

*Adults and teens will have the skills and resources they need to identify career opportunities that suit their individual strengths and interests.*

After the Community Planning Committee meeting the staff was called upon to use their expertise and experience to develop new programs and services to address the needs identified by the planning committee. Working in committees throughout October and November, the staff created goals, objectives, and activities to address the community needs.

The plan was approved by the Board of Trustees at the December 12, 2017 Board meeting. In December the completed plan was presented to the Community Planning Committee and the library staff.

Three of the needs identified in this plan, Create Young Readers, Know Your Community and Make Career Choices, were previously identified as needs in the 2015-2017 Strategic Plan. As a result of excellent planning by library staff, many large projects have already been completed in these areas, such as creation of an early literacy center, early literacy story kits, centrally located community information boards and pamphlet files and the addition of job and career resource computers. In the 2018-2020 Strategic Plan many of the goals and objectives identified in these three areas focus on honing our services to build on those large projects already completed.

Celebrate Diversity is a new service response for the 2018-2020 Strategic Plan. Library staff carefully considered many new ideas in selecting an approach for bringing more cultural awareness to library services. Notably, as part of the plan the library will consider adding a Cultural Awareness committee to provide accountability on the provision of multicultural programs and materials as a part of regular library services.

It is important to acknowledge that the long-range plan will not change the attributes that contribute to loaning over a 1.13 million items a year to approximately 360,000 library patrons. The library building will continue to be clean and well maintained. The library staff will always offer first-class service. The library's book collection will remain strong in core subjects and vibrant in new ideas and entertainment.

It is also worth noting this plan focuses exclusively on library services to the community. However, long-term goals for the improvement and possible expansion of library facilities will not be ignored during the tenure of the plan.

The long-range plan document is a blueprint for meeting Hancock County's educational, informational, and recreational literary needs. The plan will be reviewed by the library administration quarterly. Management staff will be evaluated on the completion of goals according to plan deadlines. Commendation is due to the Board of Trustees, the staff, and most importantly from the residents of Hancock County for their thoughtful input regarding the future of the Findlay-Hancock County Public Library.

# Findlay Hancock County Public Library

## Strategic Plan 2018 thru 2020

**Create Young Readers: Early Literacy** Children from birth to five will have programs and services designed to ensure that they will enter school ready to learn to read, write, and listen.

**Goal #1: The Library will advance patron understanding of early literacy through the development of best-practices based programming and resources for all ages.**

Objective 1.1: The Children's Services Manager will create a collection of Parent Resource Kits for circulation by April 30, 2019.

- Potential Activity 1: Create a list of appropriate topics and select the 5 or 6 best topics to develop into kits.
- Potential Activity 2: Locate and purchase current books and materials on each topic to include in the kits.
- Potential Activity 3: Assemble kits, have them cataloged and placed into circulation.

Objective 1.2: The Children's Services Manager and Adult Services Manager will evaluate current programs and resources to find and address gaps in literacy services and report to the Director by February 28, 2019.

- Potential Activity 1: Evaluate current programs for each age group (pre-school, school-age, adult) and determine what additional literacy programming is needed.
- Potential Activity 2: Distribute program information to various community organizations that have a commitment to improving literacy.
- Potential Activity 3: Review the children and teen collections to determine where reading levels need to be included and generate level-based reading lists for staff and patron use.
- Potential Activity 4: Evaluate the adult literacy resources and update or expand them as needed.

**Goal #2: The library will increase accessibility to early literacy programs and resources throughout the community.**

Objective 2.1: The Children's Services Manager will research the installation of a story walk in a local park by June 30, 2018 and if the project proceeds install by May 30, 2019.

- Potential Activity 1: Determine location and costs for construction.
- Potential Activity 2: Find community partners for in-kind and financial assistance.
- Potential Activity 3: Determine staffing needs for ongoing maintenance and PR.

- Potential Activity 4: Determine number of changes of stories and purchase the books needed.
- Potential Activity 5: Construct the project and schedule a grand opening event.

Objective 2.2: The Children's Services Manager will explore ways to create one or more resources that make story time and literacy information available online and report to the Director by May 31, 2020.

- Potential Activity 1: The Children's Services Staff will research podcasts of story time and copyright issues.
- Potential Activity 2: The Children's Services Staff will create podcasts that do not infringe copyrights and make them available to our patrons.
- Potential Activity 3: The Children's Services Staff will explore existing online products that could be made available for patron use.

**Celebrate Diversity: Cultural Awareness** Residents will have programs and services that promote appreciation and understanding of their personal heritage and the heritage of others in the community.

**Goal #3: The Findlay-Hancock County Public Library will support and celebrate the diversity of the community with programs and displays.**

Objective 3.1: The Director and the Assistant Director will form a Cultural Awareness Committee by March 30, 2018. The committee will recommend methods to focus awareness and/or library service on culturally and socially diverse groups in our community.

- Potential Activity 1: The Director and the Assistant Director will develop guidelines and a roster for the Cultural Awareness Committee.
- Potential Activity 2: The Cultural Awareness Committee will investigate how the library can effectively address the needs of the different diverse segments within the community.
- Potential Activity 3: The Cultural Awareness Committee will recommend and coordinate potential monthly awareness displays internally and externally via (website and social media) with other departments.
- Potential Activity 4: The Cultural Awareness Committee will recommend partnerships with community organizations, groups or events to promote the library collections and resources related to diversity.
- Potential Activity 5: The Cultural Awareness Committee will recommend staff training and webinars to educate staff on various social and cultural issues.

Objective 3.2: The Adult Services Manager, Media Services Manager, Children's Services Manager and Teen Services Coordinator will promote cultural diversity within their respective departments at least six times annually.

- Potential Activity 1. The Adult Services, Children’s and Teen Services staff will offer and promote one-on-one instruction of Mango, a language learning database.
- Potential Activity 2: The Media Services Manager will investigate hosting international film programs.
- Potential Activity 3: The Public Relations Manager and the IT Services Manager will investigate the potential of developing a prominent link on the library website and social media to promote cultural awareness programs and services.
- Potential Activity 4: Displays will coordinate with ongoing celebrations, i.e., Black History Month, Cinco de Mayo, etc.
- Potential Activity 5: Booklists will be created to highlight diversity topics.

**Goal #4: The Findlay-Hancock County Public Library will form partnerships with multicultural groups and organizations to develop and promote services that assist with understanding of the diverse cultures in the community.**

Objective 4.1: The Adult Services Manager, Children’s Services Manager and Public Relations Manager will create an action plan on how to develop partnerships with outside groups by August 30, 2018.

- Potential Activity 1: Identify potential partners, such as the Hancock Historical Museum, Multicultural University Groups, University of Findlay’s Language and Cultural Center and Buford Center, International Women of Hancock County, International Local Asian Group, and Cultural Connection.
- Potential Activity 2: The Public Relations Manager will offer the meeting rooms and the non-profit display area in the atrium to various organizations representing cultural awareness.

Objective 4.2: The Adult Services Manager and the Local and Family History Coordinator, will offer two multicultural programs annually.

- Potential Activity 1: The Library will consider hosting a cultural fair at the library featuring other organizations to promote programs and services.

Objective 4.3: The Children’s Services Manager and Teen Services Coordinator will offer two multicultural programs annually focusing on youth.

**Goal #5: The Findlay-Hancock County Public Library will provide multicultural materials in a variety of languages relevant to our community.**

Objective 5.1: The Collection Development Chair will develop a plan to purchase multicultural materials of all formats in a variety of languages by June 30, 2019.

- Potential Activity 1: Selectors will expand the foreign language areas within the collection (print and media) annually.

- Potential Activity 2: Selectors will purchase multicultural materials in a variety of subject areas, including art, biography, cooking, customs, dance, drama, ESL, fiction, history, holidays, music, and religion.
- Potential Activity 3: The Information Technology Manager will pursue new electronic resources such as: hand-held translating machines to check-out, databases similar to Mango such as Little PIM (early language development).
- Potential Activity 4: Selectors will investigate items that have won cultural awards for the purpose of adding the award winners to the collection.

Objective 5.2: The Collection Development Chair will develop a plan to make multicultural items easier to locate within library collections by December 31, 2019.

- Potential Activity 1: The Collection Development Committee will investigate the use of signage in different languages highlighting various areas of a collection.
- Potential Activity 2: The Collection Development Committee will investigate the use of shelf labels within the collection to promote diversity.
- Potential Activity 3: The Media Services Manager will investigate country labels to designate languages for the international film collection.

**Know Your Community: Resources and Services** Residents will have a central source for information about the wide variety of programs, services and activities provided by the community agencies and organizations.

**Goal #6: The Findlay-Hancock County Public Library will be a central resource in the community for information about events and activities.**

Objective 6.1: The Information Technology Manager, Public Relations Manager and Circulation Services Manager will install technology to print events and activities on receipts by December 31, 2018.

- Potential Activity 1: Identify type of technology and cost.
- Potential Activity 2: Install technology.
- Potential Activity 3: Create a policy to determine what events/activities to be targeted on receipts.
- Potential Activity 4: Maintain and keep current.

Objective 6.2: The Facility Services Manager and Circulation Services Manager will install signage by category for brochures and posters including icons/pictographs in the informational hallway by December 31, 2018.

- Potential Activity 1: Identify location for signage.
- Potential Activity 2: Identify type of signage.

- Potential Activity 3: Install signage.

Objective 6.3: The Public Relations Manager and Information Technology Manger will create a prominent page/link on the library website to a local community calendar of events by June 30, 2018.

- Potential Activity 1: Provide link.
- Potential Activity 2: Inform and train staff.

**Goal #7: The Findlay-Hancock County Public Library will be a central resource in the community for information about agencies and organizations.**

Objective 7.1: The Information Technology Manager and Public Relations Manager will investigate the demand and placement for a central electronic kiosk for agencies and organizations and report to the Director by December 31, 2019.

- Potential Activity 1: Identify location of display.
- Potential Activity 2: Identify type of display.
- Potential Activity 3: Install display.
- Potential Activity 4: Inform agencies and public.

Objective 7.2: The Public Relations Manager and Information Technology Manager will create a prominent page/link on the library website for local community agencies and services such as 211 by March 30, 2018.

- Potential Activity 1: Provide link.
- Potential Activity 2: Inform and train staff.

Objective 7.3: Adult Services Manager will increase staff knowledge of local community service agencies with staff training at least six time annually.

- Potential Activity 1: Identify local agencies.
- Potential Activity 2: Schedule training.
- Potential Activity 3: Inform and train staff.

**Goal #8: The Findlay-Hancock County Public Library will promote knowledge of library services and features.**

Objective 8.1: The Facility Services Manager will coordinate with all department managers to consider signage in all departments which includes icons/pictographs and report to the Director by December 31, 2020.



- Potential Activity 1: Identify type of signage and cost.
- Potential Activity 2: Identify location for signage.
- Potential Activity 3: Install signage.
- Potential Activity 4: Update library welcome sign to add icons.

Objective 8.2: The Information Technology Manager will coordinate with all department managers to investigate the demand and placement for department kiosks featuring library events, local events, activities, agencies related to each department and report to the Director by December 31, 2019.

The Children's Services Department display could feature Mazza Museum, children's museum, Youtheatre, Help Me Grow, screenings, Findlay City/ Hancock County school's activities, Boy/Girl Scouts, YMCA, sport activities, etc. reading developmental milestones, etc.

The Media Services display could feature local movie events at Historical Museum, concerts/performances at Coffee Houses, Marathon Performing Arts Center Schedule, etc.

The Adult Services display could feature 50 North activities, park district, UF events, community fundraisers (Red Cross Bash, 50 North Kentucky Derby fundraiser, City Mission gala, wine tastings, etc.) downtown Findlay events, local speakers in the area, etc.

- Potential Activity 1: Identify type of displays.
- Potential Activity 2: Identify location of displays.
- Potential Activity 3: Install displays.
- Potential Activity 4: Inform agencies and public.

Objective 8.3: The Public Relations Manager will investigate a partnership with Findlay-Hancock County Chamber of Commerce and report to the Director. The Findlay-Hancock County Public Library will distribute welcome packets for the chamber and the chamber will include library information in the packet by December 31, 2018.

- Potential Activity 1: Update library map handout.
- Potential Activity 2: Coordinate with Findlay-Hancock County Chamber of Commerce.
- Potential Activity 3: Identify type of promotional materials.
- Potential Activity 4: Identify location.

**Make Career Choices: Job and Career Development** Adults and teens will have the skills and resources they need to identify career opportunities that suit their individual strengths and weaknesses.

**Goal # 9: The Findlay-Hancock County Public Library will provide job and career resources which offer an opportunity for success to residents of all ages.**

Objective 9.1: The Children's Services Manager and the Teen Services Coordinator will develop at least three new job skills and career resources for young adults by May 30, 2019.

- Potential Activity 1: Develop a list of at least 20 organizations that hire teenagers, to be hosted on the "Teen" section of the website.
- Potential Activity 2: Host a homeschool career workshop.
- Potential Activity 3: Purchase updated career books.

Objective 9.2: The Adult Services Manager and the Teen Services Coordinator will develop a plan to provide training for teens and adults with job and career organizations and business leaders by December 31, 2018.

- Potential Activity 1: Invite appropriate organizations to lead workshops for resume writing and interview advice for teens and adults re-entering the workforce.
- Potential Activity 2: Have a presence outside the library to promote job and career resources.
- Potential Activity 3: Invite small business owners to lead programs on starting and running a small business.

**Goal: #10: The Findlay-Hancock County Public Library will explore digital resources as a method to deliver job and career skills and information.**

Objective 10.1: The Information Technology Manager will implement vetted career focused links on all of the public internet and job and career computers by February 28, 2018, and will review twice a year.

- Potential Activity 1: Provide resume and cover letter templates on all of the public internet computers.
- Potential Activity 2: Investigate inclusion of ACT/SAT practice tests on the job and career computers.
- Potential Activity 3: Create a folder with shortcuts to area "currently hiring" websites on the job and career computers.
- Potential Activity 4: Include links to vetted common job search websites in a folder on all public internet computers.

Objective 10.2: The Adult Services Manager will explore options to add online job and career resources by June 30, 2019.

- Potential Activity 1: Investigate inclusion of an online career resource database.

- Potential Activity 2: Coordinate with the Information Technology Manager to create access to Skype interviews for patrons.
- Potential Activity 3: Consider developing the library's presence on the local Ohio Means Jobs website.

**Goal #11: The Findlay-Hancock County Public Library will develop new ways to promote the library's job and career resources.**

Objective 11.1: The Public Relations Manager and Information Technology Manager will develop at least two ways to promote library resource and job opportunities annually.

- Potential Activity 1: Market job and career specific one-on-one appointments.
- Potential Activity 2: Create a list of contacts to distribute or email Library job and career brochures or flyers.
- Potential Activity 3: Create a career newsletter through Booksite showcasing library programs, new career materials added to the library, and tips for interviewing, resumes, etc.
- Potential Activity 4: Showcase job and career resources on the library's website homepage.

Objective 11.2: The Adult Services Manager will provide training on the library's job and career resources twice annually, each training to be offered in two sessions for maximum attendance.

- Potential Activity 1: The Adult Services Manager will provide training on the library's job and career resources twice yearly.
- Potential Activity 2: All department managers will track participation showing staff attendance yearly.
- Potential Activity 3: Invite Ohio Means Jobs to provide website training to library staff.

Objective 11.3. The Management Team will ensure and report their staff's attendance of training on the library's job and career resources twice annually, starting in 2018.

- Potential Activity 1: All department managers will track participation showing staff attendance twice yearly.

Objective 11.4: The Adult Services Manager will develop a more visible job and career area, with community resources, within the library by September 30, 2018.

- Potential Activity 1: Improve or change signage for the job and career area and computers.
- Potential Activity 2: Install a bulletin board for currently hiring businesses or job fairs.

- Potential Activity 3: Promote circulating career materials with displays in various departments in the library.
- Potential Activity 4: Consider the impact of relocating the job and career computers to the investment research area.