

JEFFERSON COUNTY PUBLIC LIBRARY

2013 Strategy

Your Library,
a community
partner.



Jefferson County
PUBLIC LIBRARY

2013 Strategy

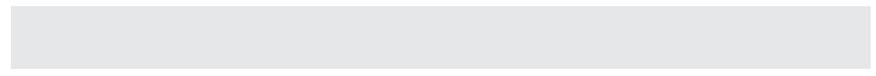


TABLE OF CONTENTS

Vision and Mission	2
Ends Statements	3
Message from the Executive Director	4
Strategic Initiatives	
1.1 Access to Materials	5
1.2 Literacy Tools	6
1.3 Model for Excellence	7
1.4 Mechanisms for Community Interaction	8
1.5 Cost Efficient Services	9

Vision

We meet the changing needs of our communities by promoting information and environments that promote personal growth and community transformations.

Mission

We enrich the quality of life for all people in Jefferson County by providing resources for information, education and recreation.

Essential to our Mission

- Free services equally accessible to all;
- Special attention to the learning needs of children;
- Personal assistance from a well-trained, service-oriented staff;
- A broad, diverse collection of books and materials in varied formats;
- Assurance of confidentiality in the use of resources;
- Use of current technology and modern practices in public library services; and
- Striving for excellence in all endeavors.

The following are Ends Statements, developed by the Library Board of Trustees, as part of its Policy Governance Process. They define the purpose of the organization and serve as overriding goals to guide the work of the Library. Strategic initiatives are then developed by Library staff to ensure progress toward the achievement of the Ends Statements.

Global Ends Statement

Jefferson County Public Library exists so that the residents of Jefferson County have information, resources and ideas that enrich their personal, professional and civic lives.

1.1 Residents Have Access to Materials to Meet Their Information Needs

- A. Information is available in varied formats
- B. Information may be accessed easily, with the latest technology

1.2 Residents May Have Access to Literacy Tools to Achieve Their Goals

1.3 JCPL is a Recognized Model for Library Excellence

1.4 The Residents of Jefferson County Have Support Mechanisms for Community Interaction and Exchange

1.5 The Residents Benefit from Library Services Produced in a Cost-Efficient Manner

- A. No direct charges for basic library services

Jefferson County Public Library exists to provide equal access to information for all. Just a few years ago, that was a reasonably simple proposition: you built a library, filled it with resources and waited for people to use it.

These days libraries have to do more. As channels for information proliferate and change, we're changing too. Our libraries are becoming exciting and creative spaces where people can gather to learn and grow. They serve as catalysts for personal and community development, helping people to connect with information, embrace new technologies, explore new opportunities and master new skills.



We'll still offer access to books – for the foreseeable future at least – but we're also offering eBooks, online research tools and other digital resources that create exciting new opportunities for connection and collaboration.

We'll still focus on supporting early literacy and education, especially with our younger patrons. We know that helping our youngest residents from birth to age five learn important pre-reading skills establishes a strong foundation for success in school. And once children are in school, we know that offering robust educational resources and helping them succeed academically helps to create skilled workers and productive citizens. But we're also expanding our support for information and digital literacy, ensuring that all of our residents have access to the technologies and resources they need to participate in a global, digital economy.

We'll offer safe and engaging places for people to gather; in fact, we believe this will grow in importance as people seek to meet very human needs for personal interaction and exchange in this brave new digital world. But we also hope to expand our connection to the community, by creating and expanding productive partnerships with other community groups. We believe it will enable us to expand our contributions to positive community outcomes – in literacy, economic development, community engagement and more – in a very productive and cost effective way.

So stay tuned. **These are exciting times for Jefferson County Public Library.** We're on a journey of transformation, as we work to make information come alive and ignite new possibilities for Jefferson County residents.

Pam Nissler

A handwritten signature in black ink that reads "Pamela A. Nissler". The signature is written in a cursive, flowing style.

Executive Director, JCPL

1.1 RESIDENTS HAVE ACCESS TO MATERIALS TO MEET THEIR INFORMATION NEEDS

- A. Information is available in varied formats
- B. Information may be accessed easily, with the latest technology

Initiatives:

- Increase access to – and reduce wait times for – high-demand materials.
- Increase the number of JCPL cardholders.
- Implement system-wide training to ensure that staff can assist patrons with new technologies as they evolve.
- Implement system-wide training to ensure that staff can assist all patrons with personalized reading recommendations.
- Launch a new Website that is more user-friendly, interactive and efficient.
- Implement system-wide checkout of eReaders for in-library use by patrons.
- Maintain sufficient bandwidth to support high speed Internet access for patrons and staff.

Performance Targets:

- Circulation increases from 7.3 million (or 13.7 per capita) to more than 8.0 million (or 15.0 per capita).
- Registered cardholders increase from 311,755 (or 58% of Jeffco population) to at least 322,350 (or 60% of Jeffco population)
- New technology competencies are required of all staff and are tied to staff recruitment and performance.
- 75% of adult services librarians have completed 50% of their Readers' Advisory training by year end.
- A new JCPL website is launched in April.
- Website visits increase by 10 percent.
- eReaders are available for checkout by year end.
- JCPL's networks support at least 80 percent average capacity utilization.

1.2 RESIDENTS MAY HAVE ACCESS TO LITERACY TOOLS TO ACHIEVE THEIR GOALS

Initiatives:

- Increase access to early childhood literacy programs and services.
- Refine Summer Reading Club program to ensure alignment with desired literacy outcomes.

Performance Targets:

- The Library provides at least 3,250 early-literacy Storytimes.
- The new Summer Reading Club is implemented and >29,000 patrons participate.

1.3 JCPL IS A RECOGNIZED MODEL FOR LIBRARY EXCELLENCE

Initiatives:

- Design and implement a new service model to include:
 - › Changes to materials to better reflect patron needs and interests;
 - › Changes to staffing to reflect an increased emphasis on patron service and interactions;
 - › Enhanced staff training to equip staff to navigate the increasingly complex world of information and technology;
 - › Changes to our facilities to make them more open and inviting; and
 - › Enhanced technology tools to support patrons and staff.
- Expand opportunities for patron input and feedback.

Performance Targets:

- Our new service model is implemented in a pilot library in 2013.
- We host community roundtables with literacy and economic development organizations.
- We develop and integrate periodic patron satisfaction surveys into our planning cycle.

1.4 THE RESIDENTS OF JEFFERSON COUNTY HAVE SUPPORT MECHANISMS FOR COMMUNITY INTERACTION AND EXCHANGE

Initiatives:

- Improve the safety and security of our assets.
- Continue to align Library programs with JCPL strategic priorities and community needs

Performance Targets:

- We implement recommendations for security improvements as funding allows.
- We implement recommended program enhancements in 2014.

1.5 The Residents Benefit from Library Services Produced in a Cost-Efficient Manner

A. No direct charges for basic library services

Initiatives:

- Develop an operating budget for 2014 that is sustainable, without using the fund balance to support operations,
- Complete a feasibility study to review alternatives to secure the long-term success and sustainability of the Library.
- Explore financial and operational alternatives related to needed upgrades to the Library Service Center (LSC) building.

Performance Targets:

- 2014 operating expense plus debt is equal to or lower than revenue.
- Study on strategic alternatives is completed and presented to the Board.
- Recommendations on LSC are presented to the Board and changes are implemented as funding allows.



Jefferson County
PUBLIC LIBRARY

jeffcolibrary.org