



2011 Action Plan

DATE: December 10, 2010

Organizing Statement

To the extent that funding allows, Worthington Libraries will continue to meet the growing demand for library service through careful stewardship of public funds, ongoing exploration of technology, further integration of volunteers and community collaboration.

Focus Areas

- **Stewardship:** *financial, facilities, environmental, advocacy*
- **Services:** *collection, collaboration*
- **Innovation and Learning:** *public technology initiatives, building a learning community, early childhood literacy, sustainability/ "green" programs*
- **Staff Development:** *staff technology experimentation, leadership training*

Stewardship

- Evaluate the use of Worthington Park Library to determine the future of the location when the lease on the rental property expires in 2012
- Continue focus on long-range financial planning in order to be prepared to take appropriate action when the 1992 levy expires in 2014
- Maximize efficiency by developing cost-sharing partnerships with key community organizations, schools, local businesses and other libraries
- Meet with state legislators and continue to encourage patron advocacy for maintenance of state funding
- Work with the Friends of Worthington Libraries to recruit and establish an advisory council to develop and grow the Worthington Libraries Endowment Fund at The Columbus Foundation
- Continue resource-sharing cooperation with the Columbus Metropolitan Library and Southwest Public Libraries
- Determine the best strategy for publicizing patron return on investment and cooperate with our Discovery Place partners (message on receipts, etc.)
- Seek grant funding for digitization of yearbooks and newspapers
- Continue to develop volunteer opportunities and actively recruit qualified community volunteers to contribute their time to meet the specific needs of the Library
- Develop a disaster preparedness and recovery plan

- Develop programs and provide resources to promote community sustainability and work to reduce the library's environmental impact through waste reduction and recycling
- Continue organization of the library's archives, including photographs and press clippings
- Revise the Succession Plan and develop a position description for Interim Director

Services

- Determine the need and feasibility of establishing Homework Help Centers in both Old Worthington Library and Northwest Library
- Monitor the development of e-content and work with other libraries to share information and determine a course of action for further integration of e-content, e-readers and e-books in the library's collection
- Provide an online application process for library employment and volunteer opportunities
- Engage teens in determining the best method to increase their involvement in and use of the Library
- Continue to align organizational outreach with target audiences and initiatives identified and outlined in the strategic plan
- Once an effective method can be established and evaluated, provide patrons with access to online registration for library programs and events
- Consider offering a "Fine Forgiveness Day" in conjunction with another charitable organization

Innovation and Learning

- Use technology, such as text messaging and mobile app development, to enhance communication and increase service to patrons
- Determine need and evaluate best methods of providing community access to technology training, including newer methods of communication (Skype, etc.)
- Work with area educators and school systems to help children prepare for school and enhance the school curriculum by providing resource lists and other services which correspond to specific assignments
- Continue the promotion of early childhood literacy initiatives through outreach at preschools and daycare centers

- Develop communication channels for key staff to use social media to build and enhance direct dialogue with patrons
- Work with community partners to develop programs that meet community need and define the Library as a community gathering place for the open exchange of ideas and information

Staff Development

- Partner with the city of Worthington to address the joint need for sensitivity and crisis intervention training
- Provide staff with the ability to easily add content and updates to the library's website
- Further implement cross training of staff across departments and buildings
- Form a Reader's Advisory work group to assess current program and provide training to staff
- Determine most appropriate method for ongoing staff recognition
- Work with Worthington Schools to determine the need and best implementation method for staff participation in Project MORE (Mentoring in Ohio for Reading Excellence), which places staff volunteers in schools to provide one-on-one assistance to help improve the reading skills of children with disabilities
- Evaluate formalized safety training for key staff