



2016-2018 Strategic Plan Final Report

STRATEGIC INITIATIVES

PEOPLE: We build partnerships and bring people together to share ideas, meet their neighbors and have fun in a welcoming space.

- **Help people access services they need even if unrelated to the Library**
 - Implemented Passport Services
 - Implemented Notary Service
 - Began circulation of non-traditional items such as sewing machines, musical instruments, light therapy kits, air quality monitors and auto code readers
 - Provided reference assistance at the Worthington Resource Pantry
 - Began one-on-one reference appointments to provide more in-depth assistance to patrons.
- **Improve outreach and access to individuals who are underserved**
 - Talked to Worthington Schools about process for delivering materials to individual schools, but determined current delivery system could not handle the potential volume
 - Incorporated the coordination of homebound services into a full-time position to make it possible to expand the program
 - Provided summer outreach activities to kids living in the Sharon Green Townhomes who are unable to visit the library
- **Enhance and improve service to our tween population**
 - Reviewed software offerings on tween and Homework Help Center computers for potential additions
- **Provide people with welcoming space—both inside and out**
 - Worked with artist Mike Tizzano to create “Reading with Friends” sculpture
 - Worked with landscape architects to create a site for the “Reading with Friends” sculpture at Old Worthington Library
 - Improved wayfinding signage
 - Made menstrual products available at no cost in library restrooms
 - Improved the parking lot crosswalk at Northwest Library to provide better and safer access to the library.
- **Build community partnerships that benefit residents**
 - Worked with dozens of community partners to coordinate the annual summer reading club

- Developed programs and community partnerships to coincide with *Alexander Hamilton: The Man Who Made Modern America*, an exhibit hosted by Old Worthington Library September 11-October 9, 2017
- Partnered with the Friends Foundation of Worthington Libraries and the Columbus Metropolitan Club in the presentation of Dan Rather on July 25
- Developed programs to coincide with *Freedom Riders 1961*, an exhibit at Old Worthington Library, September 26-October 24, 2018
- **Assist the Friends Foundation in its fundraising efforts**
 - Assisted with the fundraising efforts related to the “Reading with Friends” sculpture
 - Planned Hear & Now author series
 - Assisted in the planning and coordination of An Evening with Dan Rather
 - Helped to plan the annual Books & Brews events
 - Coordinated year-end newsletter solicitations

EXPLORING: We are an innovative and creative library system that encourages learning and exploration.

- **Explore the option of providing expanded hours of operation**
 - Current hours will be assessed as part of a larger scheduling project to be complete in 2019
- **Offer non-traditional items for circulation**
 - We have introduced Discovery Kits, Adventure Kits, Binge Boxes, Browsing Baskets, Family Adventure kits and Reading with Friends kits
 - People can now check out air quality monitors, auto code readers, cell phone chargers, jump start kits and light therapy lamps
 - We introduced GoChip Beams and Vox Books
- **Accommodate the different ways people use the Library**
 - We began lending laptops at Worthington Park Library to increase patron access to technology and allow people to use computers in areas of their choice
- **Encourage people to explore their creativity**
 - The 2017 summer reading club, The Artful Summer, was based on the theme of creativity and discovery with art programs, open art studios and other opportunities for creative expression for all ages
 - We routinely offered art-based and maker programming at all three locations
 - We installed digital media stations at each library
- **Increase afterschool programming**
 - We have a presence in all Care After School programs offered by Worthington Schools
- **Provide new and convenient ways for patrons to access library materials**
 - We expanded the outdoor lockers at Worthington Park Library
 - An increase in the number of partner libraries in the Central Library Consortium now gives patrons greater access to items throughout Central Ohio
 - Purchased historical Columbus Dispatch (1871-1985) and digitized Worthington area high school yearbooks to provide online / remote access to these materials

- Worthington Memory web site was redesigned bringing the online scrapbook, newspaper index, and cemeteries database into one unified search interface
- We were among the first libraries in the state to participate in the Ohio Digital Network (Digital Public Library of America) by contributing metadata from Worthington Memory's online scrapbook collection
- We began participating in SearchOhio to provide easier access to library materials throughout the state
- Added Kanopy streaming video, Flipster digital magazines and BiblioBoard e-media services
- **Give patrons greater access to technology for take-home and in-library use**
 - We introduced laptop lending at Worthington Park Library
 - The library's web site and online catalog were redesigned, incorporating responsive design for ease of use across various types of devices.
 - We developed an Alexa skill and a Google action for library events information (we were the first library in the country to do the latter)
 - Implemented wireless printing, which allows patrons to print from their own devices and also send print jobs from home to pick up at the Library
 - A new wireless network was installed in all libraries
 - We began offering credit card payment as an option for patron printing and copying
 - Access to online courses and instruction added through the Lynda.com and Creativebug services.
- **Examine large programming initiatives, like the summer reading program, to determine if we are meeting our goals**
 - Summer reading club registration remains relatively static, with about 10,000 participants each year. While we have anecdotal evidence that people enjoy participating in the program, there is no hard evidence that participation results in improved reading skills. We have also been cautioned by parents to keep the program from becoming too cumbersome and complicated (we may perceive extra layers as "fun," but parents see it as yet another thing to track for their kids on the heels of the school year). In 2019, we will implement a "back to basics" summer reading program with a focus on reading and traditional summer fun and games with a book as the final prize

POSSIBILITIES: We have a highly-skilled staff that works with the community to provide enriching experiences for people of all ages.

- **Develop a plan to meet the growing demand for service in the northeast part of our community**
 - Service to the northeast community was considered as part of the comprehensive facilities planning process conducted in 2017
 - Worthington Park Library is currently being expanded. When it is done, the library will be close to a full-size branch, at nearly 15,000 square feet and will include more computers, a larger meeting room, dedicated teen space, group study rooms and a larger adult collection. The expansion will be complete in early 2019

- **Create a formal process for community members to propose and present library programs**
 - The current process is to ask community members interested in presenting programs to e-mail a proposal to the director of community engagement. Program proposals are assessed based on their overall merit and perceived community need. This process is currently working
- **Develop a new marketing campaign**
 - The new marketing campaign, with the tagline: Full of Surprises, was introduced in 2017 and will be continually developed in 2019-2020
 - The campaign will include direct mail pieces using patron/resident data from our Patron Profile Analysis and a community component based on reciprocity
- **Enhance communication initiatives across all formats**
 - The director met with all professional staff in 2017
 - The director conducted a survey about the library's schedule and workplace satisfaction in December 2017
 - In 2018, we worked with consultants at TenFold to conduct an analysis of library culture. This included surveys and one-on-one interviews with more than 20 staff members
 - A library Culture Club—a team of staff from all locations and areas of the library--was created to discuss and identify solutions for issues illuminated by the TenFold study
- **Take advantage of training opportunities to better ourselves and the community we serve**
 - We consistently develop and provide internal training to all staff, including some that is mandatory, and send staff to local and national library conferences and conferences related to technology and future thinking.
- **Offer diversity training for our staff to meet the needs of our changing population**
 - A staff development day, focused on diversity, was held at the McConnell Arts Center in October 2017
 - Two of the presentations at Staff In-Service Day in November 2018 focused on meeting the needs of people in our community suffering from mental health and addiction disorders