

# ***Twinsburg Public Library 2017-2022~Transforming Lives Since 1910***

## ***PURPOSE***

- Inform, entertain, educate and inspire the members of the communities we serve.
- Provide space to speak, think, meet, work and create.
- Connect users to tangible & intangible resources to transform or enhance their lives.

## ***VALUES***

- Excellent Customer Service
- Adaptability
- Free and equal access to the library
- Freedom to seek, receive and share information
- Respect for individuals
- Safe & welcoming public space
- Community, Heritage & Culture
- Literacy and Learning
- Stewardship of public resources

## ***CORE SERVICES***

- Lend library materials at no direct cost to customers
- Offer expert information and research assistance
- Provide access to information & communication technologies
- Provide access to e-government, passport & notary services
- Present early-literacy story-times
- Deliver library services where they are needed
- Coordinate programs addressing community needs and interest

## ***EXTERNAL STRATEGIC FOCUS***

- Outreach
- Maintaining Our Heritage
- Literacy & Learning
- Creating Adaptive Experiences
- Closing the Digital Divide
- Building Community & Families
- Employment & Entrepreneurship
- Traditional Library Services

## ***INTERNAL STRATEGIC FOCUS***

- Creating Awareness
- Strengthening a Team
- Being Good Stewards -Finances
- Being Good Stewards-Facilities

# ***Twinsburg Public Library 2017-2022~Transforming Lives Since 1910***

## ***REACHING OUT***

- Reach users lacking transportation by using our Mobile Library
- Continue to provide homebound delivery
- Continue embedded library services
- Increase relationship and activities with Kent State University Regional Academic Center

## ***MAINTAINING OUR HERITAGE***

- Digitize and provide better access to the Library's local history collection.
- Maintain, enhance and host Twinsburg 200 website
- Engage partners to help with digitization and indexing of local history materials.

## ***LITERACY & LEARNING***

- Provide story-times & school-readiness for children
- Add Adult Literacy Training including enhanced ESL to our services.
- Continue to provide life long learning opportunities in languages, literacy, and STEAM for children and adults
- Provide vocational & college preparedness for teens.

## ***CREATING ADAPTIVE EXPERIENCES***

- Improve Library's environment to include accessibility for the hearing & sight impaired & other physical challenges
  - ❖ Consider the correct adaptive technologies , adjustable tables, enhanced sound system, assistive listening systems, image readers, and adaptive web pages
- Create and host classes and programs for cognitively and developmentally disabled adults
  - ❖ Craft and Discussion Groups for special populations
- Continue hosting Sensory Story-times and provide adaptive toys & technology for youth.

# ***Twinsburg Public Library 2017-2022~Transforming Lives Since 1910***

## ***CLOSING THE DIGITAL DIVIDE***

- Serve as access point for e-government, voting, licenses etc.
  - ❖ Consider self service terminals for the BMV
- Provide coaching & classes on software and hardware for free
  - ❖ Add training geared toward teens on technology devices and software
- Continue to add software and technology to Creative Lab, meeting needs and requests of patrons
  - ❖ Add training geared toward teens on technology devices and software
- Continue to provide access to emerging technologies.
  - ❖ Wi-fi hot spots, Roku etc.

## ***BUILDING COMMUNITY & FAMILIES***

- Provide classes & programs that engage patrons of all ages to prevent social isolation
  - ❖ Big Learn 2018: Twinsburg Plays Music
  - ❖ Community Discussions
  - ❖ Continued cultural and entertainment programs
- Provide links & access to social services within our community and beyond
  - ❖ Partnership with area social agencies, and
  - ❖ consider a part-time social worker on staff or on visiting basis once a month
- Align initiatives with those of Township, City and Village, School District, County etc.

## ***EMPLOYMENT AND ENTREPRENEURSHIP***

- Provide access to job searches, skills training and testing, resume reviews and interview preparation.
  - ❖ Talent NEO Work Keys etc.
- Provide workshops for small business owners on topics regarding human resources, employment law, investing, and business plans.
  - ❖ Investigate renewing relationship with SCORE
- Continue membership in Funding Information Network to offer access to grant information for non-profits and individuals and grant writing

## ***TRADITIONAL LIBRARY SERVICES***

- Develop and Maintain the Library's excellent collection of print and audio materials
- Continue to provide excellent reader's advisory and book discussion groups
- Continue to provide story-times and early literacy training.

# ***Twinsburg Public Library 2017-2022~Transforming Lives Since 1910***

## ***CREATING AWARENESS***

- Increase social marketing and search engine optimization
- Perform Community Surveys
- Improve staff knowledge of mission, and events across all departments.

## ***BUILDING A TEAM***

- Update Succession Plan
- Improve Team Focus and Culture
- New or replacement staff with interest and skills in history, website development, social work, workforce development, management
- Continual review of Staff Handbook and policies
- Digitize Administrative Practices
- Training in working with special populations.
- Continuing education in e-government and strategic thinking.
- Create adaptive technologies and programming team.

## ***BEING GOOD STEWARDS-FINANCES***

- Closely monitor PLF and local property tax revenue to prepare for possible levy need. (.5 mill)
- Explore ways of controlling and monitoring:
  - ❖ Health Insurance Costs
  - ❖ Ratio of Salaries to Materials
- Review Salary Schedule & Classification
- Review financial policies
  - Pursue grants for workforce development, early literacy, etc.
- Continue collaboration with Library support Groups- the Friends and the Foundation.

## ***BEING GOOD STEWARDS FACILITIES***

- Systems
  - ❖ HVAC, phone system, security system, wireless network and servers (additional server space for TW200 website etc.)
- Mobile Library
  - ❖ Continued maintenance; wireless and internet enhancements
- Exterior
  - ❖ Parking lot, security cameras, trees, brickwork in front area, landscaping maintenance , roof repairs
- Interior
  - ❖ Sheller Wing re-carpeting/re-flooring ; meeting rooms sound and technology updates; flooring in staff kitchen; new easy to move tables; Children's Place update, continued enhancement of sound absorption in Creative Lab
- Technology
  - ❖ Additional equipment for Creative Lab Laminator, Cricket, CNC Machine etc.
  - ❖ Software to reduce paperwork, so staff is more available to public
  - ❖ Financial and Payroll software/hardware upgrades.