



WILLIAM T. COZBY PUBLIC LIBRARY STRATEGIC PLAN

2013

2015



MISSION

The William T. Cozby Public Library's mission is to nurture and sustain a family community for a lifetime by providing innovative, exceptional service and access to learning, information and enrichment.

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build lasting partnerships

In order to *Build a Family Community for a Lifetime* the library should intentionally reach out to local organizations and other city departments to develop programs that will have an impact on the community. Partnerships will allow for more effective outreach, opportunities to share resources, and value to the community.

Facilitate partnerships with educational entities to provide curriculum support and multiple opportunities for learning

- Collaborate with the CISD to supplement the educational needs of the community
 - ◆ Offer onsite training for CISD teachers to utilize library resources
 - ◆ Collaborate with teachers to provide materials required for classes
- Provide resources to private and charter schools
 - ◆ Provide library tours and tutorials on using library resources
 - ◆ Offer training for teachers to utilize library resources
- Supplement non-resident library services to Cypress Waters students
 - ◆ Provide library tours and tutorials on using library resources
 - ◆ Market the availability of a CISD library card

Design and implement a Creative Learning Lab to encourage innovation utilizing local resources

- Identify resources needed to create a Creative Learning Lab
 - ◆ Collaborate with individuals and businesses that are willing to share a skill
 - ◆ Determine funding needs
 - ◆ Partner with businesses to support the program
 - ◆ Identify a space in the library to accommodate the program
- Develop a curriculum of creative activities based on available resources
- Implement the Creative Learning Lab by 2015

Develop interdepartmental partnerships to enhance public service programs

- Identify program topics through interdepartmental discussion and citizen interest
- Collaborate with other city departments such as Parks, Code Enforcement and the Senior Center to develop programs
- Develop a schedule of four collaborative programs a year

effectively inform the community

The library offers a wealth of information, services and programs that are designed to meet the needs of the community. The library must effectively communicate to increase awareness of its available resources for learning, information and enrichment.

Evaluate current marketing strategies to measure value

- Capture stories about the impact of the library on people's lives
- Analyze marketing effectiveness on program attendance through the use of program evaluations
- Track online resource usage through statistical tools such as Google Analytics

Enhance current marketing strategies to promote library services

- Identify additional opportunities for outreach such as PTO meetings, community events and the CISD
- Seek out new avenues for marketing such as street signs and library kiosks

Utilize electronic communication methods to promote library services

- Evaluate possible new methods of marketing such as an electronic sign at the library's parking entry
- Fully utilize existing technology to market programs and services
 - ◆ Utilize the city's Monthly newsletter (CLIPS)
 - ◆ Create an opt-in email list to allow for the sending of Email notices
 - ◆ Enhance the use of the city's website, Facebook and Twitter accounts across city departments
 - ◆ Utilize existing software capabilities to notify patrons of the arrival of new books
 - ◆ Use the library's eBranch more effectively
- Design and execute online tutorials for library services and orientation



design adaptable spaces

Libraries are evolving faster than ever and it is prudent to design spaces that are easily transformable from one purpose to another. Furniture, shelving, technology and staff must be flexible and allow for the creative use of available space. The library must expand and renovate its existing space to allow for more adaptability.

Expand and renovate the library facility to maximize library space

- Create a Master Plan of the library facility that includes recommendations for movable furniture, shelving and technology
- Identify a funding source for an expansion/renovation
- Complete architectural drawings by 2014

Improve parking lot functionality including a drive-through book drop

- Work with the school district to develop a parking plan for Town Center Elementary School and the library
- Analyze placement of a book drop and integrate into the parking plan

Design specific use spaces that are functional and separate, incorporating sound management into the design

- Provide adaptable space for meetings, presentations, conferences, and study as well as a community area for tutoring and collaborative study
- Incorporate a training space that includes a computer lab and business/entrepreneurial center
- Incorporate special use spaces into the design such as children and teen areas, a quiet room, and a café style space
- Ensure that a solution for sound management is integrated into the design

integrate innovative technology

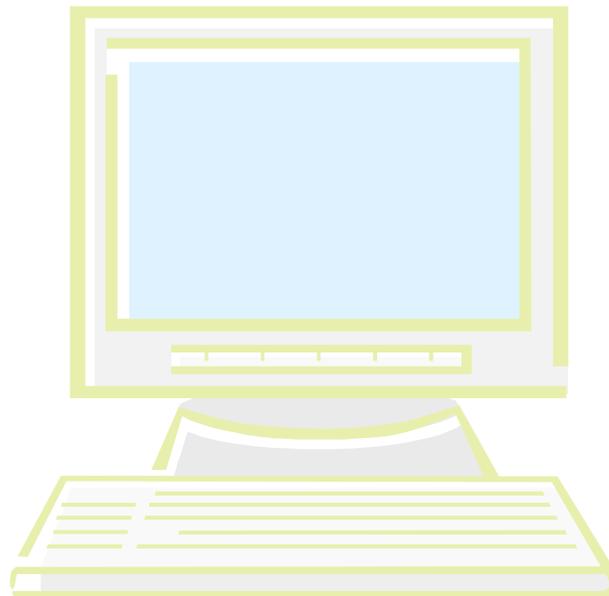
Technology in libraries allows for the provision of a multitude of library services and is of critical importance in providing resources that meet the needs of those who cannot afford technology along with those who can. The library must continue to integrate innovative technology to enhance library services while being mindful of the benefits, the costs and the training required for staff to be competent in their work.

Evaluate and implement emerging technologies for patrons and staff

- Identify technologies that have potential widespread application for patrons and staff
- Provide library services requested by patrons such as wireless printing, credit/debit card payments, computer classes, and scanning/eMail service
- Provide devices for use at the library such as: tablets, eReaders, laptops, an eBook download station, and interactive whiteboard

Build and maintain technology infrastructure to provide quality library services

- Ensure that adequate WiFi access, cabling and electric outlets are available throughout the library facility
- Continue to train staff to use and demonstrate technologies
- Evaluate an RFID inventory management system



provide access to quality services

The library will continue to provide access to quality services including an excellent collection, a variety of programs and exceptional customer care. The library must continuously assess community needs and seek to provide those services desired by citizens. In addition the library will provide workshops to demonstrate available resources. Kiosk library service will provide access to library services throughout the community.

Provide exceptional library services based on community needs assessments

- Continue to seek out customer feedback on library services through the use of comment cards, program evaluation, surveys and personal interaction
- Provide programs, materials and resources for all ages that enhance education, personal growth, life skills learning, business and employment opportunities, and entertainment
 - ◆ Ensure that Students have access to literacy programs, homework help, reference service, life skills learning and a testing center
 - ◆ Provide a variety of adult programming including job fairs and assistance, citizenship classes and cultural diversity programs
 - ◆ Ensure that seniors have access to books through outreach and to a variety of enrichment programs
 - ◆ Evaluate the collection to determine whether World Language materials should be added
- Consider special factors that would enhance library services
 - ◆ Consider extending library hours
 - ◆ Identify programs for special needs
 - ◆ Schedule programs at times that are convenient for patrons

Provide workshops and personal appointments to demonstrate available resources

- Identify potential workshops through citizen requests and incorporate into the program schedule, including computer classes, resume building and SCORE
- Coordinate staff schedules to provide personal appointments for demonstrations including database searching, eBook downloads and using the online catalog

Plan and implement kiosk library service throughout the community

- Identify potential locations for kiosk service
- Evaluate the resources needed to implement this service
- Implement a minimum of one kiosk in the city

support a family community for a lifetime

The library will develop means of sustaining services that support a family community for a lifetime. Staff must be offered continuing education opportunities to ensure ongoing, quality customer service and innovation. A 'Friends of the Library' Group will provide a vehicle for grant applications and fundraising for the library. The library will incorporate green initiatives into future workflow activities and facilities upgrades.

Provide continuing education for staff that encourages self-development and innovation leading to quality customer service

- Encourage staff to attend workshops, webinars and other available training opportunities
- Ensure that staff are adequately trained as new technology is integrated in library services
- Encourage innovative thinking by being willing to try new ideas

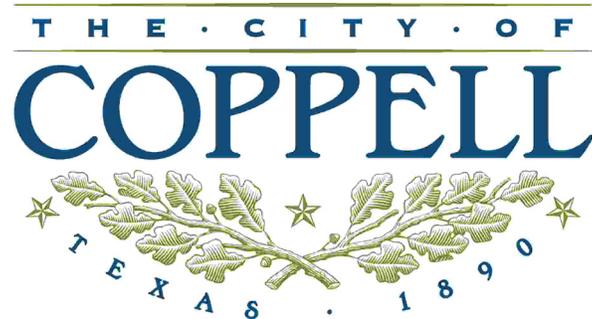
Support the establishment of a 'Friends of the Library' Group

- Serve as a resource for the Friends Group
- Provide assistance with marketing the Friends Group

Incorporate green initiatives in library facility and daily workflow activities

- Participate in City of Coppell green programs such as recycling and conservation
- Analyze library processes to identify means of reducing waste
- Include green requirements in renovations or remodeling of the library facility in an effort to become LEED certified





A Family Community for a Lifetime

William T. Cozby Public Library • 177 N. Hartz Rd. • Coppell, TX 75019