

# OCPL STRATEGIC PLAN 2014-2019

## MISSION STATEMENT

The mission of the Onslow County Public Library is to provide quality materials and services that fulfill the educational, informational, and cultural needs of all citizens in a welcoming and stimulating atmosphere.

## VISION STATEMENT

Onslow County Public Library is an essential community resource:

Offering free & open access to information,

Creating opportunities for lifelong learning,

Promoting cultural awareness & enriching quality of life &

Leading in personal service, research and technology

## OFFERING FREE AND OPEN ACCESS TO INFORMATION

1. Continue to work towards planning, designing, and constructing a new Main Library (**June 30, 2017**)
2. Continue to plan for the renovations and improvements to branch library facilities, including possible expansion of the Swansboro and Richlands facilities (**June 30, 2019**)
3. Revise and Update Library Facilities Master Plan (**June 30, 2017**)
4. Create and maintain library print and non-print collections that encourage an annual circulation volume of 600,000 items or more (**June 30, 2017**)
5. Update current policies and procedures and establish a review cycle which ensures all policies and procedures will have a “last reviewed date” no older than five years (**June 30, 2015**)
6. Grow Library’s patron count to 60,000 cardholders (**June 30, 2016**)
7. Implement patron self-check technology in the Main Library (**June 30, 2015**)

## CREATING OPPORTUNITIES FOR LIFELONG LEARNING

1. Establish and maintain active partnerships and/or resource sharing agreements with Onslow County Public Schools (**Ongoing**)
2. Establish active partnerships and/or resource sharing agreements with Coastal Carolina Community College (**Ongoing**)
3. Maintain and enhance partnership opportunities with Camp Lejeune’s Harriotte B. Smith Library to support Military families within the community (**Ongoing**)
4. Grow Summer Reading participation to 2,500 participants (**June 30, 2018**)
5. Conduct digital literacy and technology courses on a quarterly basis at each library branch (**June 30, 2016**)
6. Initiate outreach services to community organizations, including workshops and speaking engagements (**June 30, 2015**)
7. Continue to develop new programs and services to meet the changing community educational standards and needs (**Ongoing**)
8. Create a model for patron appointment scheduling for one-on-one assistance with any library service (**June 30, 2015**)

## **PROMOTING CULTURAL AWARENESS & ENRICHING QUALITY OF LIFE**

1. Support the continued development of the Library's Programming Committee and use concrete statistical data to assess its programming effectiveness (**Ongoing**)
2. Create and support an adult and youth programming mix which builds upon the diversity of the Onslow County population (**Ongoing**)
3. Provide workforce resources and career development workshops on a quarterly basis (**June 30, 2015**)
4. Consistently provide at least one major public program per year through which Onslow County residents gain access to authors, performers, American icons who would otherwise be inaccessible to community members (**Ongoing**)
5. Work with area agencies to create and or maintain multi-agency collaborative arts & cultural programming for Onslow County residents (**Ongoing**)
6. Create conditions which result in attendance for all programs to equal at least 20% of area population (**June 30, 2017**)
7. Utilize website software, telephony, social media and other electronic message delivery systems to maintain heightened awareness of library programs and events (**Ongoing**)

## **LEADING IN PERSONAL SERVICE, RESEARCH AND TECHNOLOGY**

1. Formulate a working Technology Plan in conjuncture with county IT department (**January 31, 2015**)
2. Increase internet bandwidth system-wide to accommodate for increased usage and improved usability (**December 30, 2014**)
3. Ensure the number of public workstations throughout the system is maximized to better support user needs (**Ongoing**)
4. Move to a system-wide implementation of Radio Frequency Identification Conversion (RFID) (**June 30, 2019**)
5. Create and maintain a print-to-electronic ratio within library collections which reflects current and future user behaviors (**Ongoing**)
6. Research new services and consortiums to provide the best overall system technology (**June 30, 2015**)
7. Review and assess digital resources for relevancy and accuracy on a quarterly basis (**Ongoing**)
8. Maintain and assess digital and print collections for quality, relevancy, and accuracy on a regular basis (**Ongoing**)
9. Provide employees with regular training and development for maximum professional knowledge and continuously improving service models (**Ongoing**)

Updated June, 2014

Plan update approved by the Onslow County Public Library Board of Trustees on July 8, 2014.