

Strategic Plan for Cass County Public Library 2019-2022



Administrative Offices
400 E. Mechanic | Harrisonville, MO 64701 | 816 380 4600



Mission

Connecting community with resources and services through an efficient library system.

Vision

To encourage discovery, community and collaboration through quality collections and connections.

Values

- Patron needs come first: We place the highest priority on service to our patrons and treat every request with equal value.
- Respect for people: We recognize the contributions of our staff and we treat all our patrons and each other with respect.
- Learning organization: We commit to the professional growth and enrichment of our staff.
- Access to information: We ensure access to information for people of all ages, abilities and means.
- Freedom of information: We protect our patrons' freedom to read and view all library information.
- Privacy and confidentiality: We safeguard our patrons' right to request and obtain information in confidence.
- Quality: We strive to deliver the highest quality service possible. We strive to provide up-to-date library materials for our service population.
- Stewardship of community resources: We respect the contributions of the community to its library. We hold ourselves accountable for the efficient and effective use of all resources - people, time, assets, and funds.
- Integrity: We follow the highest ethical standards adopted by Cass County Government and our profession.

2019-2020

Based on current funding

Community and Technology

Connect people of all ages to information, technologies and experiences that help them learn and grow.

Provide computer and WiFi access with accommodating bandwidth
(*measure:* monitor usage of equipment and bandwidth by location)

Increase visibility and awareness of library activities by 2% through targeted email, social media and community meeting networking
(*measure:* attendance, new card holders, user retention statistics)

Create brand identity that identifies our services and programs more clearly in public's mind and supports county and educational needs
(*measure:* plan creation and implementation)

Communicate with community members in a variety of ways including events and one-on-one meetings (*measure:* contact documentation)

CORE goal - Increase lifelong learning opportunities by 2% through age and interest related programming, enhanced storytimes, book clubs and workplace and educational partnerships for preschool age, children, teens and adult.
(*measure:* attendance by age, user analytics, technology assistance sessions, partnership projects and documentation)

Staff

Improve staff experience and expertise to provide an outstanding library experience for everyone.

Increase staff training to ensure they can assist patrons with all library provided services (*measure:* training) activities and input, workshops, technology networking opportunities)

Provide staff training and orientation for ballot measure (*measure:* training activities and contact development grid)

CORE goal - Support a market-competitive salary scale and on-going training (*measure:* comparable scales and training offerings of similar size library systems)

Financial Responsibility

Protect the future of the library by creating sound financial policies and initiatives.

Develop, research and create materials for ballot campaign; partner with professionals, community leaders and potential YES committee
(*measure:* ballot initiative and results)

Cultivate and inform community partnerships to support summer reading programming and incentives (*measure:* donor appreciation and records)

CORE goal - Maintain healthy operational fund balances (23-25%) (*measure:* annual GASB audit and budget)

*Based on passage of ballot proposal for levy increase in April 2020
Funds not available until 2021*

Technology

Provide access to people of all ages to current technologies, devices and one-on-one help using them.

- Ensure internet connections are at highest bandwidth available, within hardware and budget constraints
(*measure:* monitor usage of bandwidth and Wi-Fi by location)
- Significant increase in acquisition of technology devices for in-house and patron checkout, within hardware and budget constraints. Establish replacement cycle for technology equipment.
(*measure:* user demand statistics, educational and community partnerships)
- Expand library collections and digital resources (e-books, e-audio, databases) and explore streaming services.
(*measure:* user demand statistics, services of library systems of similar size)

Community

Connect people of all ages to information and life-long learning to help them learn and grow.

- Provide more life-long learning programs and resources to meet community needs.
(*measure:* services of library systems of similar size, event attendance, database usage)
- Create inviting spaces, including dedicated study spaces or rooms as space allows within branches. (*measure:* user demand statistics)
(*measure:* services of library systems of similar size, event attendance, database usage)
- Explore and expand library presence in growing communities. Investigate potential expansions for current branches as needed. (*measure:* county growth patterns, user demand statistics)
- Improve outreach through services such as books-by-mail and explore acquisition of a new bookmobile. (*measure:* user demand statistics)

*CORE goal - Increase lifelong learning by 20% through age and interest related programming and classes, enhanced story times, book clubs and targeted partnerships to develop workforce readiness
(measure: attendance by age, user analytics, technology assistance sessions and partnership projects)*

Staff

Improve staff experience and expertise to provide an outstanding library experience for everyone.

- Increase staff training to improve assistance with library-provided services
(*measure:* training activities and input, workshops, technology networking opportunities, new services and programming)
- Add resources to facilitate increase in program and service offerings.
(*measure:* user demand statistics)

CORE goal - Support a market-competitive salary scale and on-going training (measure: comparable scales and training offerings of similar size library systems)

Financial Responsibility

Protect the future of the library by creating sound financial policies and initiatives.

- Investigate fundraising resources to identify potential opportunities (*measure:* comparable goals of similar size library systems)
- Continue to form and strengthen community partnerships to support summer reading program and life-long learning kits and materials (*measure:* donor appreciation and records)

CORE goal - Maintain healthy operational fund balances (23-25%)
(*measure:* annual GASB audit and budget)

Annual review of Strategic Plan.



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