PAUL SAWYIER PUBLIC LIBRARY

STRATEGIC PLAN
2024-2027

MEETING THE COMMUNITY WHERE IT IS

The Paul Sawyier Public Library is a significant cultural and educational institution, serving the learning and civic needs of the community. Our library, located in downtown Frankfort, is an important economic anchor for our community which helps to strengthen social bonds and community identity.

We believe our library is an outstanding public space, and we strive to make it a welcoming place for individuals and families — for reading, learning, quiet contemplation, communicating, creating, playing, and economic development.

We believe our library provides critical preschool experiences for our youngest patrons, and we work closely with the schools to cultivate curiosity and create life-long learners and readers.

We believe we have a vital role in providing access and education to the citizens of this community concerning evolving technologies.
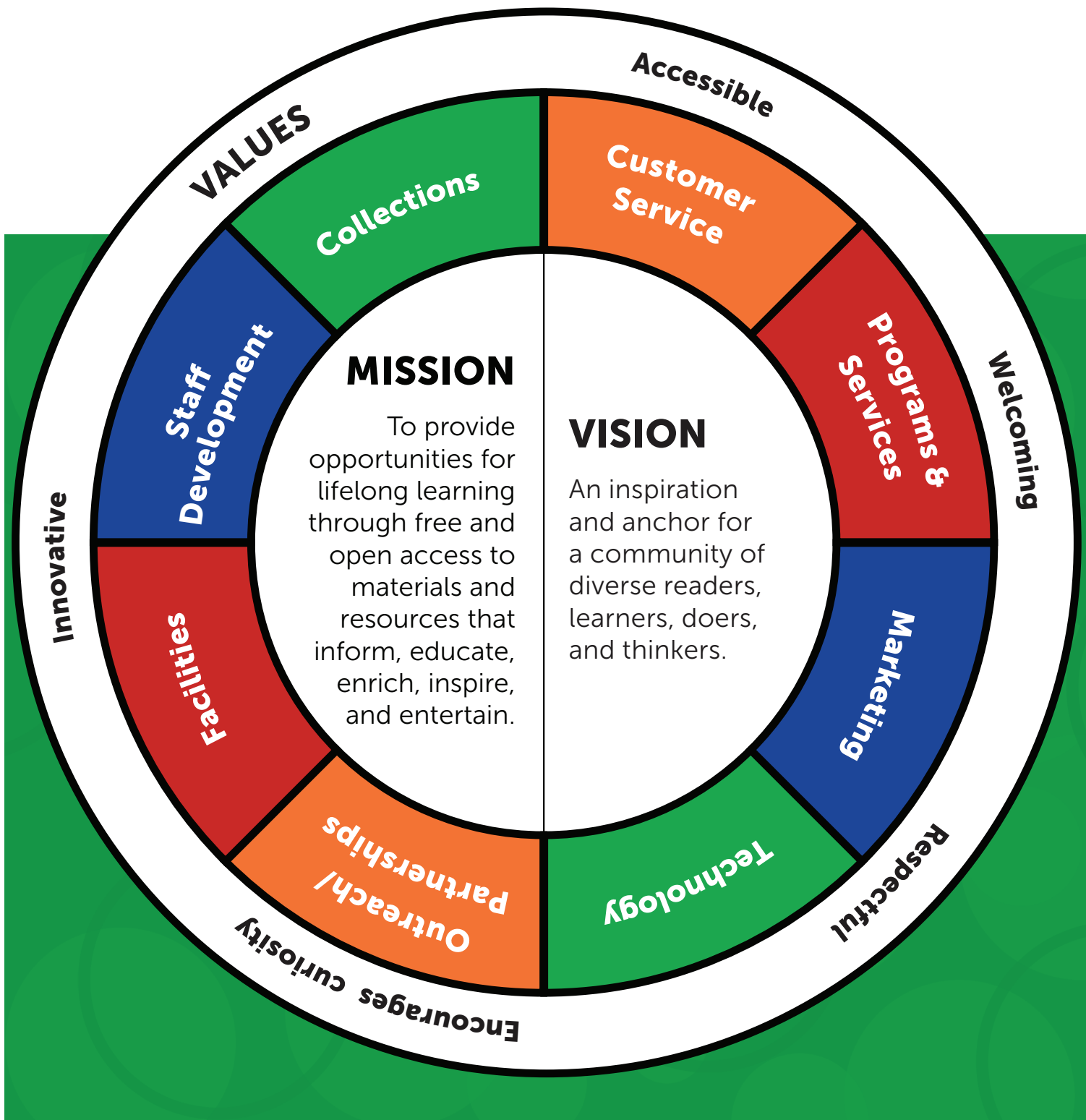
We seek opportunities for expanding our community's cultural offerings through hosting art exhibits and showcasing local musicians, as well as exploring the rich and diverse cultures of our area.

We also believe our public library is a hub of civic engagement, and we welcome new opportunities to serve as neutral conveners to foster civic health.

**SERVICE POPULATION
(2022 Census): 51,541**

**NUMBER OF CARD HOLDERS
(AS OF AUG 2024): 20,166**

VALUES

Accessible

Collections

Customer Service

Programs & Services

Welcoming

Staff Development

MISSION

To provide opportunities for lifelong learning through free and open access to materials and resources that inform, educate, enrich, inspire, and entertain.

VISION

An inspiration and anchor for a community of diverse readers, learners, doers, and thinkers.

Marketing

Innovative

Facilities

Outreach/ Partnerships

Technology

Respectful

Encourages curiosity

THE LIBRARY IS...

Your *Window* to the *World*

COLLECTIONS

GOAL 1:

The library serves as the gateway to knowledge and is a center for literacy sparking curiosity and nurturing learning.
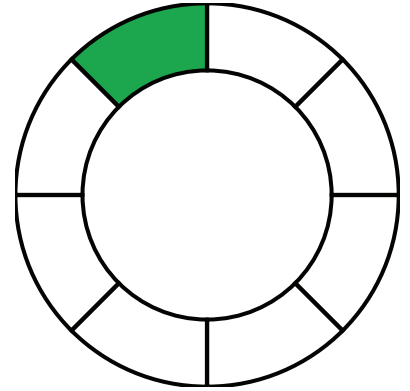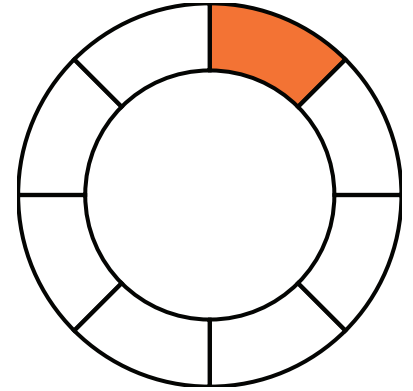
OBJECTIVES:

1. Have more books and other library resources available online and increase the number of books available through online portals.

2. Expand the variety of titles and themes of literature.

3. Investigate and implement strategies to expand and grow CD audiobook and DVD usage.

4. Develop, maintain, and expand print collection.

Ongoing: Maintaining access to popular and recreational reading for pleasure and resources on topics and titles that stimulate thinking and support life-long learning.

CUSTOMER SERVICE

GOAL 2:

The library will continue to study and provide services that enhance the library experience for all patrons.

OBJECTIVES:

1. Continue to expand more hours of service meeting the needs of patrons such as seniors who need daytime hours of programming and pre-K children who wish to explore the vast offerings of the library.

2. Study the feasibility of offering teens their own library cards.

PSPL will continue to provide stimulating displays and offer the community the opportunity to use displays to showcase their work.

Ongoing: The library provides excellent and responsive customer service that is accessible and respectful.

> From research assistance to simple everyday questions, the library is responsive to the public and makes everyone feel valued and respected.

> Greet all patrons and the public and make them feel welcomed and heard.
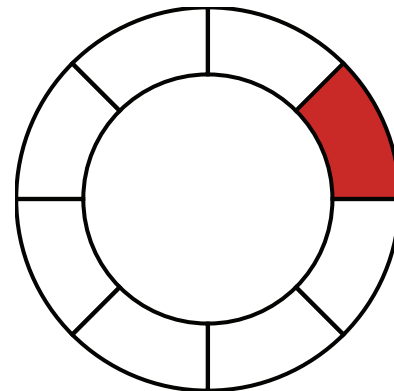
> Respect cultural and other personal differences reflecting an inclusive culture.

> Evaluate and clarify patrons and customers' expectations with quality listening skills and acknowledgement.

> Thank and verify that needs have been met while also inviting the patrons and customers to return to the library for additional help.

PROGRAMS & SERIVCES

GOAL 3:

The library is publicly recognized as the knowledge and creative center of the community and continues to provide outstanding programs and services to the community.

OBJECTIVES:

1. At the request of the patrons, increase the number of craft projects, cooking demonstrations, music and theater offerings, local history information, and book clubs.

2. Study and implement new programming such as silent book clubs, gardening and beekeeping, and possibly co-sponsor Chautauqua speakers with the Kentucky Humanities Council for the community.

Ongoing: Providing exploration of different languages and seeking out cultural exchange programs that allow patrons to experience a broader knowledge base of their world.

GOAL 4:

The library offers programs that inspire curiosity and support community growth and collaboration, along with programs that support individual growth and self-sufficiency.

OBJECTIVES:

1. Evaluate patrons' use of the Library of Things and increase the inventory of items that may be checked out.

Ongoing: Providing outstanding programs such as Summer Reading and One Book One Frankfort.

GOAL 5:

The library serves as the public access center for all types of business services and will continue to make these services accessible to the community.

OBJECTIVES:

1. Provide computer training classes to small groups of patrons who want to learn more about multiple software applications and databases.

Ongoing: PSPL will continue to have computers, hotspots, faxing, and printing services available to patrons and provide technical support as needed, and provide one-on-one technical assistance to patrons who need help with their electronic devices.

GOAL 6:

The library focuses on increasing the knowledge and literacy of patrons and customers by providing educational programs that enhance the knowledge of the community.

OBJECTIVES:

1. Offer information sessions with partners from post-secondary education institutions on ways to access post-secondary education by providing classes on dual credit, FAFSA applications, college admission, and local businesses and companies who provide tuition assistance.

Ongoing: PSPL will continue educational services to the community with local external educational partners that focus on skill attainment such as the GED and other adult education programs.
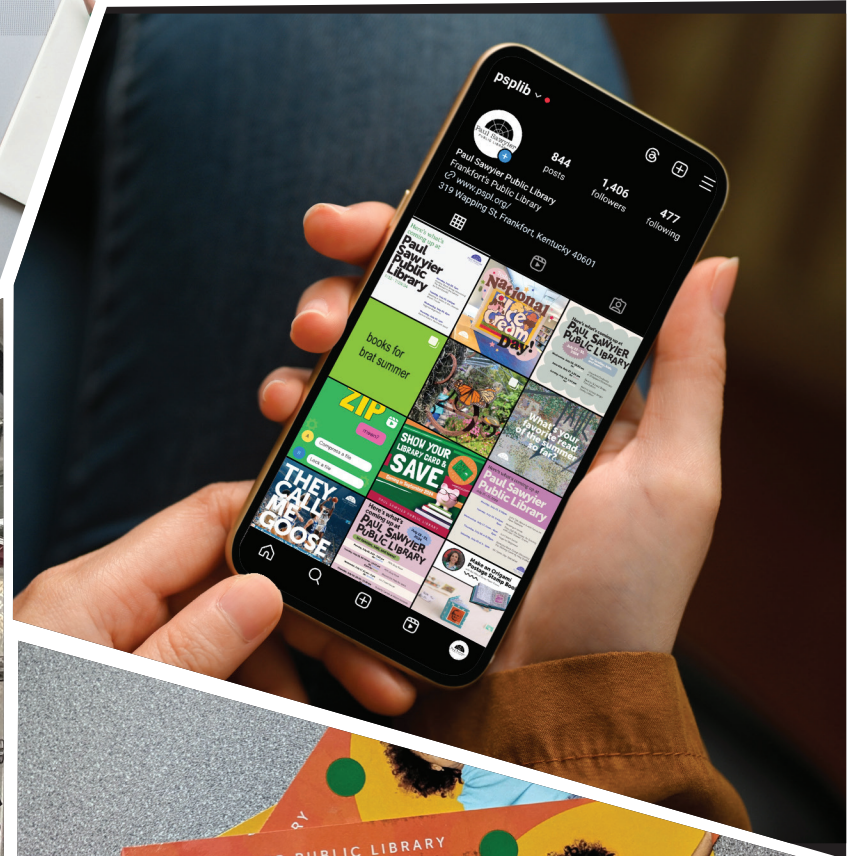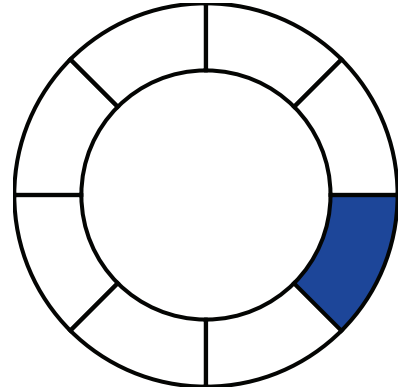
MARKETING

GOAL 7:

The library will increase community awareness of library programs, resources, and services.

OBJECTIVES:

1. Study and implement new marketing strategies including sending the newsletter to homes, teachers, organizational partners, and community businesses.

2. Host a teacher open house in the fall inviting them to learn more about all the library programs and services.

3. Study the feasibility of locating library lockers in outlying parts of the county to increase access to library books and other resources such as craft kits.

4. Evaluate library publications and determine best content and distribution.

5. Develop a marketing plan and determine an effective timeline for implementation.

Ongoing: PSPL will continue to utilize all information distribution channels such as Instagram, Facebook, blogs, YouTube, videos, and podcasts.

GOAL 8:

The library will focus its marketing efforts on content strategy and offer opportunities for the public to participate in sharing the library's message of literacy and knowledge to the community.
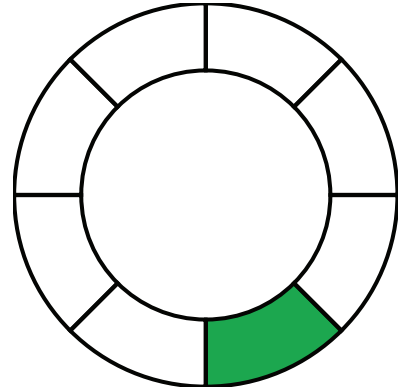
OBJECTIVES:

1. Host community focus group meetings to discuss ways to increase patronage through marketing and implement plans to take the library to the public.

Ongoing: Using community engagement software to review statistics that provide information pertaining to library usage and community engagement.

TECHNOLOGY

GOAL 9:

The library serves as the tech hub of the community increasing broadband access and a broad array of technical services.

OBJECTIVES:

1. Explore the feasibility of a partnership with the Innovation Lab to offer patrons access to their Maker Space.

2. Host a How-To Festival to increase patrons' interest and participation in DIY projects.

Ongoing: PSPL will continue to provide public access to computers, free wi-fi, ebooks, electronic databases, and other digital resources; meet the technical learning needs of patrons who want to know more about electronic devices and ways to be more engaged in the digital society; and continue one-on-one training services to the public and computer classes to increase the knowledge of patrons.
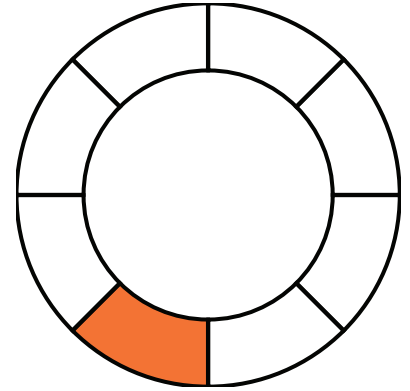
GOAL 10:

The library provides efficient and effective technical services to the community and uses innovative processes and systems to provide the most up-to-date systems and services.

OBJECTIVES:

1. Study the hold process to determine ways to protect patron confidentiality pertaining to the hold slip and patron identification.

2. Investigate and implement a new process of notifying patrons when they make recommendations concerning purchase suggestions and the library's ability to fulfill those recommendations.

3. Study the feasibility of creating a sensory lab or station to increase accessibility for children.

4. Create new training videos to help patrons use technical devices or computer applications.
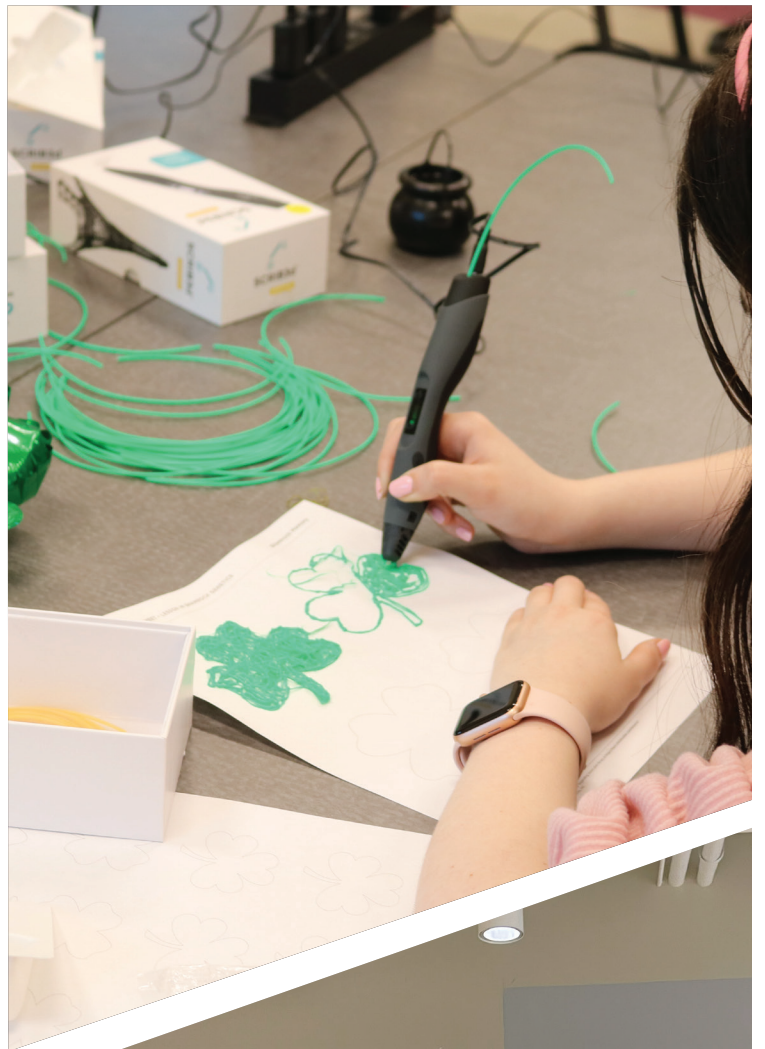
OUTREACH & PARTNERSHIPS

GOAL 11:

The library develops and delivers programs and services out into the community that increase community awareness and access to the library resources and programs.

OBJECTIVES:

1. Offer reading programs in areas with high populations such as apartment complexes for children and their parents.

2. Attend kindergarten registration day at local schools to make parents aware of library programs and services.

3. Explore the feasibility of providing library lockers at county fire department facilities to increase public access to the library resources.

4. Explore directed outreach to local Hispanic communities, in order to determine their needs and to develop resources to better serve them.

Ongoing: Working with the local Parks and Recreation Department to offer programs in local parks. Possibly including a story book program in local parks to increase children's literacy.

Ongoing: The library will increase and sustain relationships and collaborations between the library and organizations who wish to work in partnership to increase the quality of life for all citizens.

Continue to foster and build partnerships with over 50 non-profit organizations to increase awareness and use of the library programs and services. Where possible have a library staff person attend organizational meetings to build a stronger bridge and relationship with these non-profits.

Work with the Kentucky Humanities Council to share resources and increase access to speakers.

Attend local festivals and other activities such as Farm Day to increase public awareness of library programs and services.

GOAL 12:

The library builds partnerships with local businesses, government, and schools including colleges and universities to increase awareness of library programs and services and to increase library patronage.

OBJECTIVES:

1. Create an asset map of local businesses by neighborhood and conduct walking tours of those businesses to learn more about their needs and ways to promote all interested businesses through library partnerships, which will enhance their awareness of library programs and services.

2. Hold meetings with local school administration and invite them to attend a reception at the library where a short presentation will be given to introduce them to library programs and services that support their work in schools. These may be K-12 and post-secondary educational institutions.

3. Develop a stronger bond with the Local KY Career Center and ask them to be regular contributors to the library offering support services to patrons on a weekly or bi-weekly basis.

4. Make an annual presentation at the local Workforce Investment Board and the Fiscal Court to apprise the public of the library service to the community and ways they may support the library and be a part of the library's success.
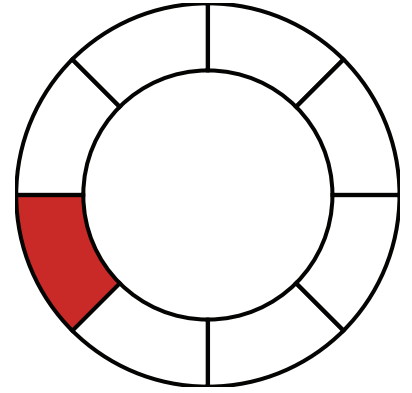
Ongoing: PSPL will continue the excellent partnership with Downtown Frankfort to build positive collaborations with Frankfort businesses and increase their awareness of all library resources.

FACILITIES

GOAL 13:

The library provides a welcoming physical space that meets the gathering needs of the community while focusing on literacy and learning.
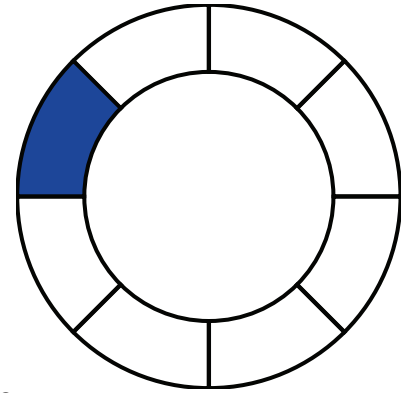
OBJECTIVES:

1. Conduct a space study to determine new ways to increase library resources and other resources.

2. Study other libraries around the country to determine ways to increase the social infrastructure of the library and how your space helps people interact together.

3. Study other public spaces in the community that might lend facilities for use with pop-up services/resources, library programs, and lockers to increase access to the library for all citizens.

Ongoing: PSPL will continue to provide a safe, welcoming, and inclusive space for all citizens.

STAFF DEVELOPMENT

GOAL 14:

The library develops all staff by providing high-quality professional development, continuing education, and leadership development opportunities.

OBJECTIVES:

1. Provide new training opportunities such as asset mapping of the community in teams.

2. Give staff learning opportunities by encouraging them to visit other libraries and set aside time for them to make field trips to other libraries.

3. Provide training in library innovations that include quality customer service and ways to increase patronage at the library.
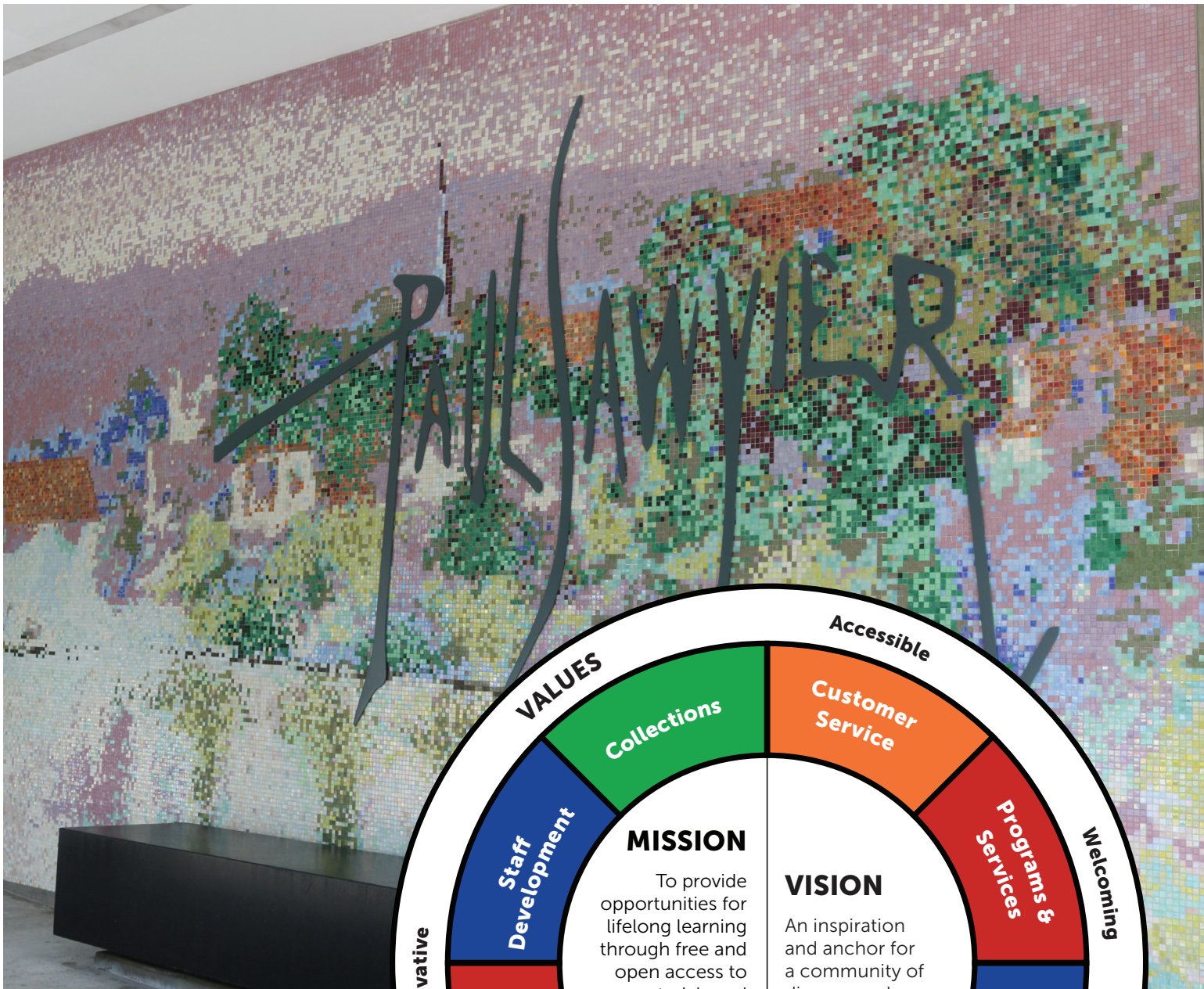
Ongoing: PSPL will continue to cross-train staff to increase their awareness of staff duties and responsibilities in other departments in the library, to provide a staff development day and include other forms of staff training such as seminars, conferences, and public meetings.

GOAL 15:

The library investigates and offers personnel policies and training that are innovative, cutting-edge, and respectful of staff and their quest to be outstanding professionals in library services.

OBJECTIVES:

1. Explore ways to increase employee retention.

2. Create career pathway maps that will help staff understand the trajectory of careers they may pursue by working at the library.

3. Create a recruitment and retention policy that will showcase strategies for sourcing excellent staff for library positions and ways to retain quality talent in staff positions.

4. Enhance internal communication by sharing a newsletter bi-weekly with staff.

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