

South Pasadena Public Library

Strategic Plan

2006 - 2009

The Strategic Plan for the South Pasadena Public Library is a living document that supports the Mission of the Library. The goals and objectives stated here were developed in accordance with input from the community, the Library Board of Trustees and Library staff. The plan needs to be reviewed annually to determine progress and to assess the current merit and validity of the stated objectives.

Mission Statement

The South Pasadena Public Library provides enthusiastic, friendly, quality service in a welcoming environment. We strive to inform, enrich and empower every person in our community by fostering the pursuit of knowledge and the love of reading.

Goal 1: All Library users will have convenient access to Library materials that reflect community needs and contemporary culture.

Objective 1.1: Beginning in FY 2006-2007, 80% of library customer respondents will say that they left the Library with good materials to read, view or listen to.

Objective 1.2: By the beginning of FY 2007-2008, 80% of customers surveyed will say that the Library has or will be adding the best sellers and other popular materials that they are seeking.

Objective 1.3: Within the first six months of FY 2006-2007, the Library will establish an automatic bestselling author standing order plan with one or more vendors to ensure that at least one copy of the latest title for each author is available on its release date.

Objective 1.4: During the three-year life of this plan, the use of electronic resource materials will increase by 5% each year.

Objective 1.5: Beginning in FY 2006-2007, 80% of Library customer respondents will state that it is easy for them to use the Library's automated catalog and to find and check out library materials.

Goal 2: The Library will develop collections and programs on specific topics in response to requests by library users or to enrich our local culture.

Objective 2.1: By FY 2007-2008, 80% of Library customer respondents will state that the library has materials appealing to them.

Objective 2.2: Beginning in FY 2007-2008, the Library will conduct 2 to 4 collaborative programs and/or projects with local groups and organizations.

Objective 2.3: Each year at least 20,000 local residents will attend educational, literary, or recreational Library programs and 80% of the audience members responding to surveys will rate the programs highly.

Objective 2.4: By the end of FY 2006-2007, customers of the Library will have access to information on local programs, events, and activities going on in and around South Pasadena.

Objective 2.5: By the end of FY 2008-2009, Library customers will have access to at least three electronic resources training guides that are geared to known customer interests.

Goal 3: The Library will promote the joy and value of reading for all members of the community.

Objective 3.1: By the end of FY 2006-2007, Library customers will have access to at least one customized online resource highlighting titles of interest.

Objective 3.2: Beginning in FY 2006-2007, the Library will offer four story times weekly, for nine months of the year.

Objective 3.3: By the end of FY 2007-2008, residents of South Pasadena who are interested in participating in book clubs or discussion groups, Library-sponsored or otherwise, will know what related services and support materials are available from the Library.

Objective 3.4: The Library will make materials available to the general public and local organizations on how to start and run a book discussion or reading group in the languages they read by the end of FY 2007-2008.

Goal 4: All school age children in South Pasadena will have materials, programs and resources available to support their academic needs.

Objective 4.1: Within one year, a formal communication network will be established with the local education community to ensure that Library staff members are aware of and prepared for student and teacher needs.

Objective 4.2: Within one year, home schooling families in South Pasadena will have information packets available to them as an easy, convenient way to find materials in the Library that support their needs.

Objective 4.3: School age children in South Pasadena will have access to Library materials with titles and topics that are curriculum-related and support

assignments, by the end of FY 2007-2008. These materials will be in various formats including audiobooks, DVDs, and online databases.

Objective 4.4: Children and teen customer groups will each have at least one PC available in the areas of the Library designated for them starting in 2006/2007. The PCs will be equipped with Internet access and productivity software such as MS Word, Excel and PowerPoint.

Objective 4.5: Students in South Pasadena needing homework help will have an online tutoring resource available to them and information about other tutoring services available in the community by the end of FY 2006-2007.

Objective 4.6: By the middle of FY 2006-2007, children and teens will have access to Library designed web pages geared to their educational and personal interests. The web pages will provide links to remote databases and additional websites to provide relevant, valuable learning opportunities.

Goal 5: The Library staff will be cohesive providers of information, books and other library materials, both in response to specific questions and requests, and by employing outreach measures to targeted groups and the community-at-large to promote and market Library services and resources

Objective 5.1: For FY 2006-2007 Library staff will receive and answer at least 50,000 reference questions from the public (in-person, via telephone, e-mail, etc.) and the number of reference questions answered will increase by at least 5% each year.

Objective 5.2: The Library circulation will increase by 5% or more each year beginning in FY 2006/2007 from its current point of approximately 350,000 checkouts per year.

Objective 5.3: During 2006-2007, Library staff members will continue to increase the marketing of Library resources and activities. Each year staff will develop at least 12 promotional items and activities, such as articles, announcements, press releases, booklists, brochures, displays, class visits, bookmarks, and handouts.