Strategic Plan
2017 – 2020

Adopted by the Board of Trustees
March 21, 2017

Quarters 3 & 4 Updates
PUBLIC

Provide programs to support the educational and enrichment needs of all patrons.

- New history programs were created to replace the previous offerings and support the educational and enrichment needs of all patrons, including Beatles in Cleveland, Polka in Euclid, Francis Drury Story, and Balto, September – December 2017.
- Monthly STEAM Builders programs continued at the library and Chardon Hills Elementary. Notably, Youth Services Department (YSD) expanded STEAM programs with applied funding from a Euclid Public Library Foundation donation.
- YSD and Outreach Department began reassessing the effectiveness of Sparkle Spot Early Literacy Center. New materials were purchased in late August to replace items in Sparkle Spot, and Home Day Care storytimes were revised to provide continuing education credits to providers starting October 2017.

Provide programs to enhance early literacy skills and connect young readers to books.

- Library continued to promote online services, eMedia items, and early literacy programs at Back-to-School events and school open houses in the fall.
- In December 2017, YSD met with representatives from Dolly Parton’s Imagination Library program to register Euclid children for free books. Program will launch January 2018.

Provide programming, including technology programming, to help patrons utilize library resources and to support their own learning and growth.

- Adult Services Department (ASD) continued to offer personal computer classes, eBook+ programs, ESOP (Empowering & Strengthening Ohio’s People) Workshops, online Grantseeking training, and Genealogy, September – December 2017.

Pursue collaborations with our local schools, businesses, faith- and civic-based organizations to address patrons’ needs.

- EPL collaborated with the Euclid Chamber of Commerce and SCORE for joint-programming fall 2017, including Breakfast with Community Leaders and Meet the Candidates programs in October 2017, and SCORE: Business Start-Up.
Cultivate Discovery & Learning

STAFF

Provide opportunities for staff professional growth.

- Staff attended many development opportunities including Digipalooza, Right-Click, Reference USA Database, How Librarians are Ending Homelessness, Special Sources for Local History Training, and Collection HQ training.
- EPL executed the Inaugural Employee Appreciation Week October 9-13 as an incentive program for exemplary service and commitment. Labor Management to complete memo identifying future appreciation opportunities for 2018 and 2019.

Provide programs to support the educational and enrichment needs of all patrons.

- EPL participated in countywide National Library Card Sign-up Month and Amnesty Program for second consecutive year to provide access for youth patrons. More than 650 children participated.
- The Diversity Committee executed three trainings in 2017 to ensure that staff understands the needs of our diverse community, including Impact of Social Class, Implicit Bias, and Sexual Harassment Training.

Provide library teen services training to have the skills to work with this unique age group.

- To better equip all staff to have the skills to work with youth patrons, Senior-in-Charge and public service staff received Belfaire JCB Safe Place Homeless Youth and Missing Person training at the library.
- NON-Senior-in-Charge training was conducted for all public service staff members fall 2017.
- YSD Manager attended YALSA (Young Adult Library Services Association) Symposium.
Create a programming and circulation committee to provide solutions to increase circulation and program attendance, and connect our programs to the collection.

- ASD, YSD, Outreach, and Marketing & Communications Departments Programming Committee convened twice in 2017 to discuss program ideas. Committee will continue to meet throughout 2018.

Re-assess patron parking.

- Handicap parking spaces were evaluated and new parking spaces restriped resulting in one additional non-van handicap parking space in 2017.
- Library resurfaced staff parking lot and repaired public parking lot and drive-through book drop. Parking lot repairs will continue spring 2018.

Promote more online services such as registration for library cards, programs and email notification of reserves.

- Library continued to promote online services and eMedia applications at Back-to School events, school open houses, and in the classroom during fall 2017.

Utilize Collection HQ to purchase resources that our patrons want and need.

- Collection HQ Staff training completed summer 2017. YSD completed J-FIC, began J-EF at the end of 2017. Currently, ASD & YSD are working on weeding items from “long overdue” and “collection check” reports.
STAFF

Communicate regularly and effectively with staff.

- Strategic Planning Implementation Committee continued to assess staff communications to make sure they are appropriately conveying information to staff, including Fireside Chats, SharePoint Intranet platform, and Constant Contact eNewsletters.
- In November 2017, ten-minute, bi-weekly staff ‘Mini Meetings’ replaced Fireside Chats. Meetings focused on welcoming new staff, promoting services and events, and gathering and disseminating information. Staff will be surveyed February 2018 to determine the ‘Mini Meetings’ effectiveness.

Improve communication regarding internal library resources, services, and programs for staff.

- Marketing & Communications Department continued using the Constant Contact tool to communicate with staff and the public. *Between the Lines*, emailed bi-weekly, averaged a 44% open rate – 10% more than what was recorded in Q1 & Q2. Staff related news is uploaded to the Intranet and emailed when applicable.

Set clear expectations for staff (outlined in their performance evaluations.)

- The Finance Department began applying the Paycor HR Perform module. The online performance evaluation will be converted to an online document, once entirely implemented. Due to loss of Fiscal Office staff, action step will be re-started up in 2018.
Fostering a Welcome Environment

PUBLIC & STAFF

Seek out new format types to meet patron needs.

- New OPLIN Website completed in 2017 and will launch February 2018.
- MiFi units approved for purchase and will launch February 2018.
- New online magazine application, Flipster, approved for purchase and will launch January 2018.

Utilize social media platforms to connect patrons to library programs and resources.

- The Marketing & Communications Department continued to promote library activities and programs using social media platforms to connect patrons to library programs and resources. Marketing & Communications continued to monitor monthly analytics, noting a significant reach in October 2017. Events calendar updated regularly on Facebook.

Engage & Support the Community

STAFF (continued)

Focus on strengthening successful programs and dedicate staff time to create a select number of new program offerings.

- ASD continued to evaluate Adult programs; Eighty-one percent (81.22%) of adult patrons surveyed in 2017 were very satisfied with the programs offered. Almost ninety-three percent (92.52%) agreed the program they attended addressed the topic.
- Popular ongoing monthly/bi-weekly programs including Monday Morning Movies, Armchair Travel, Morning Book Discussion, Comic Book Club, Adult Coloring, and Gardening series continued fall 2017; new programs such as Urban Book Club and Adult Craft Program have returned due to their popular response.

Partner with Wellforce to provide ongoing staff training and support.

- Administration and Management identified sexual harassment training opportunities with Wellforce in 2018.
Technology Plan

**Become a repository of digital literature and content.**

- Technology Department participated in Ohio Digital Public Library of America (DPLA) meetings and events to prepare for future inclusion.
- Technology also attended 2017 Society of Archivists annual meeting and 2017 OLC Right Click for DPLA updates. Technology Department successfully partnered with Cleveland Public Library Digital Library on EPL Scrapbooks and *Euclid Sun Journal* archive. Waiting for meta data standards to be established from State Library of Ohio.

**Provide a network based surveillance system to increase the security of the library staff and facilities.**

- To increase the security of the library staff and facilities, the Technology Department received quotes for an Exacqvision DVR/Server and IP camera upgrades; it was determined several existing cameras should be adjusted to better secure certain areas. The Children’s camera was relocated to cover problematic nonfiction area and the garden camera was adjusted to cover lawn/tank area better.

**Review options for security cameras.**

- Staff’s input for camera number and location was gathered.
- Precision Alarmtech Inc. began installing cameras and the people counter in 2017; implementation of systems will continue in Q1 2018.

**Update Computer Reservation System for Patrons**

- Several meeting were held to research options for the new Computer Reservation System. CLEVNET requested all members use the Cassie Reservation System. Meetings held at the end of 2017 to finalize the details for the updated reservation system and installation. Additional discussion with the board will take place early 2018. Discussion with the Board will include policy discussions, the use of the library card to reserve library computers, and possibly charging for printing.

**Update meeting room software to allow patrons to reserve meetings online**

- Several different software options (Facility Dude, Skedda, and Communico) were researched to replace the Asure Meeting Room program. It was determined Communico was the best product for the Library, as they focus on public libraries solely. Information regarding Communico will be presented in February 2018 committee meeting.