Strategic Plan
2017 – 2020

Adopted by the Board of Trustees
March 21, 2017

2019 Quarter 2 Update
Reassess the effectiveness of Sparkle Spot Early Literacy Center

• The Youth Services Department (YSD) surveyed parents to better assess Sparkle Spot. To date, 35% of Sparkle Spot visitors were first-time users.

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

• New history programs continued to replace previous offerings and support the educational and enrichment needs of all patrons including re-enactments and author visits. January-April 2019 programs include: Great Lakes Expo, Women in History Presents Harriet Tubman and Susan B. Anthony, Arm Chair Travel: The Pioneers of American Music, Dr. Maya Angelou, and Nina Simone.

Provide programs to enhance early literacy skills and connect young readers to books, ongoing Outreach programming to daycares and preschools

• The Outreach Department participated in Literacy Night at Kiddie City Child Care Center.

• Continued to promote Dolly Parton’s Imagination Library for children from birth to five years of age, and the 50 Book Challenge for grades 3-6 to enhance literary and comprehension skills, while focusing on third grade reading metrics.

• YSD continued Friday Fun in Sparkle Spot with an early literacy focus.

Provide programs and technology programs to help patrons utilize library resources and to support their own learning and growth

• Adult Services Department (ASD) continued to offer computer classes: PCs for People, Ohio Means Jobs, Internet Safety for Children & Teens, HoloLens, Personal Wellness, Heart Health, and Time Management.

• ASD and Outreach Department co-hosted computer basics series at Hilltop Village senior apartments.

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

• Hosted Starting a Nonprofit, Preparing for the Interview, and Critical Thinking Skills with the Chamber of Commerce.
• CollegeNow impACT! ACT/SAT tutoring resumed January and will conclude 2019. College Now of Greater Cleveland requested that we participate in another 21st Century program to continue to offer ACT/SAT tutoring to students. Discussed at April 2019 Board and Committee meetings.

Cultivate Discovery & Learning

STAFF

Provide Opportunities for Staff Professional Growth
• Library continues to promote from within; Jeremy Gardner, full-time Computer Associate; Emily Mocadlo, part-time Circulation Assistant I; and Mike Stein, Assistant Manager of Adult Services.

Provide training for staff members on successful levy campaigns
• Director Armstrong shared the levy timeline at the February Staff Fireside Chat; talking points were shared with the staff in March.

Give more attention to building staff members into a team
• Quarterly Fireside Chat returned in March 2019 to give more attention to building staff members into a team. Quarterly Staff Book Club to convene April 2019.

Provide annual Staff Development Day to enhance skills and provide development opportunities
• Staff Day Committee met twice to plan for 2019 Staff Development Day. The theme will be “Universe of Stories.”

The Diversity Committee will offer trainings 3-4 times per year to ensure that staff understands the needs of our diverse community
PUBLIC

Create a Programming and Circulation Committee to provide solutions to increase circulation and program attendance and connect our programs to the collection

- Circulation and Programming Committee met in February to continue to plan for May-August 2019 Library Lines and to begin discussions about the fall. The Team discussed how to use tools effectively such as the Circulation and Programming report, Collection HQ, and Analytic Station to help plan for future events. Director Armstrong requested that meeScan units be placed on portable furniture, so that they can be moved to support library programs.

- Marketing & Communications Department continued to utilize the Euclid Observer, and increased social media content on Twitter, Instagram, and Facebook.

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

- Library staff met to discuss the Summer Reading online registration platform in January 2019, and will launch Beanstack this May for patrons.

Put mechanisms in place to make sure that computers and library equipment are up to date and working

- Windows 10 patches and feature updates were installed shortly after release and are now distributed using an efficient peer-to-peer system to reduce bandwidth consumption and speed up downloads. Updates to browsers and other software are now distributed simultaneously through a managed agent making updates easier and faster to deploy.

Provide personalized instruction

- ASD continued to offer one-on-one computer sessions, eBook tutorials, and Drop-in Device Clinic.

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

- New program offerings created including: Dog Lovers Club, Western Reserve Land Conservancy, Tax Planning, and Feel Good with Tea.
Provide a quiet environment that makes patron time productive and enjoyable

- Euclid Public Library staff continued to enforce the Patron Code of Conduct and the Adult Chaperone Policy. With consistent and fair enforcement, restrictions decreased by 12% during the first quarter of 2019 as compared to the first quarter of 2018.

Engage & Support the Community

STAFF

Provide ongoing technology training for staff so that they will be able to better assist library patrons

- All staff participated in Cybersecurity/Phishing Training in January and February 2019

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

- Technology Department, Youth Services Department, and Multimedia Communications Specialist met to discuss intergenerational VR and gaming programming. LSTA grant was submitted in March.

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, averages a 54% open rate.

Put mechanisms in place to make sure that computers and library equipment are up to date and working

- An in-house Tech Ticketing system was designed for the Staff Intranet to notify the Technology Department of problems and outages and reduced the time to return equipment to service.

Partner with CLEVNET to provide training opportunities for staff

- CLEVNET Leadership Training 2019 - Staff in several departments are participating in leadership training.

Partner with Wellforce to provide ongoing staff training and support

- Moved from Wellforce to Guardian Life EAP in 2019. Staff participated in training February 2019. Staff now have access to an online portal to access resources for training and ongoing support.
Assess the Fireside Chats and make sure that they are appropriate for communicating information to staff

- Fireside Chats returned February 2019. Recorded chat videos posted online for staff to review.

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

- Executive Secretary sends out regular reminders to Managers and Supervisors regarding probationary evaluations as well as annual performance evaluations. Currently the library is up-to-date.

Assess the new MeeScan Self-Check Service

- Director Armstrong reported to the Board at the March 2019 Committee meeting that meeScan is doing well. Overall, library patrons have given the library a 4.8/5 satisfaction rating. Usage continues to increase. At the February 2019 meeting, it was reported that annual meeScan usage increased 343% since its launch in 2016.

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. New videos and content is created daily by the new Multimedia & Communications Specialist promoting online apps like OverDrive and hoopla, in addition to programs. YouTube and Facebook foot traffic has steadily increased.
Technology Plan

Update EPL website

- Website updated and launched February 2018. Ongoing maintenance and updates will continue throughout the year.

Members of all ages shall have access to computing devices in the library to use for the purposes of personal, educational, career and economic achievement

- Sprint Mobile WiFi service launched February 2018. Services currently being assessed.

Review options for Security Cameras. Options may include additional cameras and providing staff training

- To increase security at the library, the Technology Department executed the Exacqvision DVR/Server and IP camera upgrades. Several existing cameras were adjusted to better secure the facility.

- Senior-in-Charge Training completed for staff.

Update Computer Reservation System for Patrons

- The new Computer Reservation and Printing System launched March 2018. In alignment with the other CLEVNET libraries, users now have the ability to login to any computer at the library using their library card and bypass daily time limits when no one else is waiting. Cardholders can print up to $1.00 worth of color and black & white copies free each day. Additional copies cost $0.25/color and $0.10/black & white per sheet.

Update meeting room software to allow patrons to reserve meetings online

- In the first quarter, CLEVNET announced they would provide the LibCal meeting room scheduling platform to all CLEVNET members in the future.