



LONG-RANGE PLAN 2020-2022

	<u>Accountability</u>	<u>Task</u>	<u>Completion</u>
<p><u>Goal- FACILITY:</u> Maintain the building and grounds and explore feasible enhancements</p>			
<p>Objective—Explore reconfiguration of the Technical Services, Youth Services, Breakroom Layouts and Donations areas and spacing needs for meetings, storage and lockers for patron use</p>	Admin. & YS Head	Space Planner Proposal	2020
<p>Objective- Survey meeting groups to determine more comfortable seating/furniture, technology and other services to improve their experiences</p>	Admin.	Surveys with Reports	Every 18 Months
<p>Objective- Improve public services on building grounds such as a waterproof display unit for program guides</p>	Admin.	Review building grounds needs	2020
<p>Objective- Explore products to improve sound management</p>	Admin.	Solicit Staff & Volunteer Feedback	2020
<p>Objective- Complete installation of automatic doors throughout the building</p>	Admin.		2020
<p>Objective- Explore shelving heights for improved accessibility</p>	Admin.		2020
<p><u>Goal- FUNDING:</u> Seek and develop non-governmental funding sources to supplement the library budget.</p>			
<p>Objective- Explore a new annual revenue stream</p>	Admin.		Annually
<p>Objective- Maintain and expand library sponsored fundraising events</p>	Admin.		Annually
<p>Objective- Explore business and corporate sponsorship initiatives</p>	Admin.	Work with Chamber of Commerce	Annually

<p>Goal- MARKETING : Increase awareness of library services.</p> <p>Objective- Determine costs and benefits of conducting surveys of residents regarding library services.</p> <p>Objective- Promote innovative services such as the musical instrument collection to adults as well as children.</p> <p>Objective – Provide more information regarding library programs and services through monthly/quarterly newsletters/flyers to be distributed throughout the community</p> <p>Objective- Train staff to be more marketing conscious</p>	<p>Admin.</p> <p>Admin. & Marketing</p> <p>Admin. & Marketing</p> <p>Marketing</p>	<p>Develop cost/benefit analysis</p> <p>Develop a Marketing Strategy</p> <p>Identify Three Distribution Points</p> <p>Presentations, Webinars & Workshops</p>	<p>2020</p> <p>2020</p> <p>Annually</p> <p>2020</p>
<p>Goal- PARTNERSHIPS: Maintain and develop partnerships, both public and private to insure the library retains a place at the community table</p> <p>Objective: Connect with area public schools</p> <p>Objective: Connect with local assisted living facilities</p> <p>Objective: Reactivate the Palm Harbor area non-profits organization</p> <p>Objective- Partner with local and Pinellas County social services</p> <p>Objective- Partner with area Charter and home schools; host field trips at the library</p> <p>Objective- Develop and Partner with Local Businesses and Small Business Services throughout Pinellas County</p> <p>Objective- Partner with FEAST</p>	<p>YS Head</p> <p>Adult Head</p> <p>Admin.</p> <p>Admin.</p> <p>YS Head</p> <p>Adult Head</p> <p>Admin.</p>	<p>ID & Assess Needs</p> <p>ID & Assess Needs</p> <p>ID & Create Cross Services</p> <p>ID & Create Cross Services</p> <p>Work with Chamber of Commerce/County</p> <p>Serve as Collection Site & Provide Services</p>	<p>Annually</p> <p>Annually</p> <p>2020</p> <p>Annually</p> <p>Annually</p> <p>Annually</p> <p>2020</p>
<p>Goal- PERSONNEL: Maintain an effective organization and explore new personnel requirements</p> <p>Objective- Shift more budgeted funds into personnel to expand onsite and off-site services</p> <p>Objective– Explore new personnel positions to include but not limited to, an Outreach Coordinator and/or Grant Writer</p> <p>Objective- Identify, develop and utilize volunteer talent</p> <p>Objective– Provide ongoing staff and volunteer training</p>	<p>Admin.</p> <p>Admin.</p> <p>Volunteer Coordinator</p> <p>Admin. & Vol.</p>	<p>Assess Available Funding Each FY</p> <p>Review Needs & Prioritize</p> <p>Create a "Talent Database"</p> <p>ID Needs & Create</p>	<p>Annually</p> <p>Annually</p> <p>Annually</p> <p>Annually</p>

<p><u>Goal- SERVICES:</u> Maintain, improve and expand library services on-site, off-site and online</p> <p>Objective- Explore a drive thru for material pick up</p> <p>Objective- Explore creating a “Business Center”</p> <p>Objective- Reevaluate offering mobile hotspots</p> <p>Objective- Develop a strategy for providing services to Assisted and Independent Living residents</p> <p>Objective- Create coding and technology classes for children</p> <p>Objective- Collaborate with Pinellas County Health Department and/or BayCare to provide health related services such as flu shots</p> <p>Objective- Establish an annual “Open House” in April to celebrate the library’s anniversary</p> <p>Objective- Provide guided tours of the library</p> <p>Objective- Provide more intergenerational programs</p> <p>Objective- Explore expanding homebound delivery to non-homebound residents</p> <p>Objective- Explore providing ESL classes to children</p> <p>Objective- Explore library grounds for a dog area only</p> <p><u>Goal- TECHNOLOGY:</u> Maintain and explore relevant technology, insuring accessibility to all community members</p> <p>Objective- Provide access to cutting edge technology</p> <p>Objective- Explore streaming PHCSA meetings and other public forum events</p> <p>Objective- Provide PHCSA and Advisory Council meeting minutes online</p> <p>Objective- Increase usage of PeachJar, social media paid advertisements, community publications and other online services</p>	<p>Coordinator</p> <p>Admin.</p> <p>Head of Adult Services</p> <p>Admin.</p> <p>Admin.</p> <p>YS Head</p> <p>Admin.</p> <p>Staff</p> <p>Staff</p> <p>Staff</p> <p>Adult Services</p> <p>Youth Services</p> <p>Admin.</p> <p>IT Dept. & Admin.</p> <p>IT Dept. & Admin.</p> <p>IT Dept.</p> <p>Heads of Adult & Youth Services & Marketing</p>	<p>Cal. of Activities</p> <p>Develop Cost Analysis After Feasibility Study Chamber/County</p> <p>Contact T-Mobile</p> <p>ID Facilities & Contact Personnel</p> <p>Review Need & Logistics</p> <p>Explore Feasibility & Logistics</p> <p>Create a Committee</p> <p>Create Library-wide Committee Review Need & Logistics</p> <p>Partner with the Literacy Council</p> <p>Review Current & Potential Land Usage</p> <p>Host a Technology Open House</p> <p>Tech. Long Range Plan</p> <p>Tech. Long Range Plan</p>	<p>2021-2022</p> <p>2021-2022</p> <p>2020</p> <p>2020</p> <p>2021</p> <p>2020</p> <p>2020</p> <p>Annually</p> <p>Annually</p> <p>Annually</p> <p>2020</p> <p>2020</p> <p>Annually</p> <p>2020</p> <p>2020</p> <p>Annually</p>
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NOTES:

- The Long Range Plan will be reviewed and updated bi-annually.
- The status of the Long Range Plan will be posted on the library's website and through other means

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