



LONG-RANGE PLAN 2020-2022

Status in Red as of 5/9/22

	<u>Accountability</u>	<u>Task</u>	<u>Completion</u>
<p>Goal– FACILITY: 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> <p>Objective- Survey meeting groups to determine more comfortable seating/furniture, technology and other services to improve their experiences</p> <p>Objective- Improve public services on building grounds such as a waterproof display unit for program guides</p> <p>Objective- Explore products to improve sound management</p>	<p>Admin. & YS Head</p> <p>Admin.</p> <p>Admin.</p> <p>Admin.</p>	<p>Space Planner Proposal</p> <p>Surveys with Reports</p> <p>Review building grounds needs</p> <p>Solicit Staff & Volunteer Feedback</p>	<p>2020 completed</p> <p>Every 18 Months Sept 2020 Spring 22</p> <p>2020 Mural Sept 2020 Drive-Thru 2/21 Canopy 10/21 Added Outside Cameras & Lights 1/22 Re-flooring Adult Services Area 10/21</p> <p>2020 Bought Product 2020 New sound system 10/21 Reviewing Study &</p>

<p>Objective- Complete installation of automatic doors throughout the building</p>	Admin.		<p>Conference Rooms 5/22</p> <p>2020 Completed</p>
<p>Objective- Explore shelving heights for improved accessibility</p>	Admin.		<p>2020 Too costly</p>
<p>Goal- FUNDING: Seek and develop non-governmental funding sources to supplement the library budget.</p>			
<p>Objective- Explore a new annual revenue stream</p>	Admin.		<p>Annually Fundraising Comm 2/22</p>
<p>Objective- Maintain and expand library sponsored fundraising events</p>	Admin.		<p>Annually Telethon 11/21 artPHL Eve. 1/22 Planning “Magical Eve.” 10/22</p>
<p>Objective- Explore business and corporate sponsorship initiatives</p>	Admin.	Work with Chamber of Commerce	<p>Created tri-partnership “Business Center” 4/22</p>
<p>Goal- MARKETING : Increase awareness of library services.</p>			
<p>Objective- Determine costs and benefits of conducting surveys of residents regarding library services.</p>	Admin.	Develop cost/benefit analysis	<p>Conducted public survey Spring 21</p>
<p>Objective- Promote innovative services such as the musical instrument collection to adults as well as children.</p>	Admin. & Marketing	Develop a Marketing Strategy	<p>2020 Prep for ‘22</p>
<p>Objective – Provide more information regarding library</p>	Admin. & Marketing	Identify Three	<p>2020</p>

<p>programs and services through monthly/quarterly newsletters/flyers to be distributed throughout the community</p>		<p>Distribution Points</p>	<p>Summer 20/Fall 21 Reached 1000 Newsletter Subscribers 4/22</p>
<p>Objective- Train staff to be more marketing conscious</p>	<p>Marketing</p>	<p>Presentations, Webinars & Workshops</p>	<p>Annually Lobby Video Display & Monthly newsletter</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>YS Head</p>	<p>ID & Assess Needs</p>	<p>2020 Aug. 20/Fall 21</p>
<p>Objective: Connect with local assisted living facilities</p>	<p>Adult Head</p>	<p>ID & Assess Needs</p>	<p>In progress</p>
<p>Objective: Reactivate the Palm Harbor area non-profits organization</p>	<p>Admin.</p>		<p>Re-started 1/21</p>
<p>Objective- Partner with local and Pinellas County social services</p>	<p>Admin.</p>	<p>ID & Create Cross Services</p>	<p>In Progress</p>
<p>Objective- Partner with area Charter and home schools; host field trips at the library</p>	<p>YS Head</p>	<p>ID & Create Cross Services</p>	<p>Annually Reviewing</p>
<p>Objective- Develop and Partner with Local Businesses and Small Business Services throughout Pinellas County</p>	<p>Adult Head</p>	<p>Work with Chamber of Commerce/County</p>	<p>Annually "PHIN" Jan. 2021 Business Center 4/22</p>
<p>Objective- Partner with FEAST</p>	<p>Admin.</p>	<p>Serve as Collection Site & Provide Services</p>	<p>Annually Reviewing</p>
<p>Goal- PERSONNEL: Maintain an effective organization and explore new personnel requirements</p>			
<p>Objective- Shift more budgeted funds into personnel to</p>	<p>Admin.</p>	<p>Assess Available</p>	<p>Annually</p>

<p>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>Goal- SERVICES: 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>Admin.</p> <p>Volunteer Coordinator</p> <p>Admin. & Vol. 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>Funding Each FY</p> <p>Review Needs & Prioritize</p> <p>Create a “Talent Database”</p> <p>ID Needs & Create Cal. of Activities</p> <p>Develop Cost Analysis After</p> <p>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 Assistant Lib. Dir</p>	<p>Expanding FY 22 & 23</p> <p>2020 Marketing Coordinator & Assistant Library Director 2021</p> <p>In Progress</p> <p>2020 Monthly Building Supervisors Training Sessions</p> <p>Annually Done’20/21/’22</p> <p>Annually Created 4/21</p> <p>Annually</p> <p>Annually In Progress</p> <p>In Progress</p> <p>2020 Completed 4/22</p>
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<p>Objective- Provide guided tours of the library</p>	Staff		2020 Reviewing
<p>Objective- Provide more intergenerational programs</p>	Staff	Create Library-wide Committee	2021
<p>Objective- Explore expanding homebound delivery to non-homebound residents</p>	Adult Services	Review Need & Logistics	2020 Re-started Meals-on-Wheels 1/22
<p>Objective- Explore providing ESL classes to children</p>	Youth Services	Partner with the Literacy Council	2020
<p>Objective- Explore library grounds for a dog area only</p>	Admin.	Review Current & Potential Land Usage	Not Feasible
<p>Goal- TECHNOLOGY: Maintain and explore relevant technology, insuring accessibility to all community members</p>			
<p>Objective- Provide access to cutting edge technology</p>	IT Dept. & Admin.	Host a Technology Open House	Annually Held at Open house 4/22 3 Year Technology Plan Created 4/22
<p>Objective- Explore streaming PHCSA meetings and other public forum events</p>	IT Dept. & Admin.	Tech. Long Range Plan	Not Feasible
<p>Objective- Provide PHCSA and Advisory Council meeting minutes online</p>	IT Dept.	Tech. Long Range Plan	Annually Reviewing
<p>Objective- Increase usage of PeachJar, social media paid advertisements, community publications and other online services</p>	Heads of Adult & Youth Services & Marketing		Annually On hold
<p>NOTES:</p>			
<ul style="list-style-type: none"> 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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