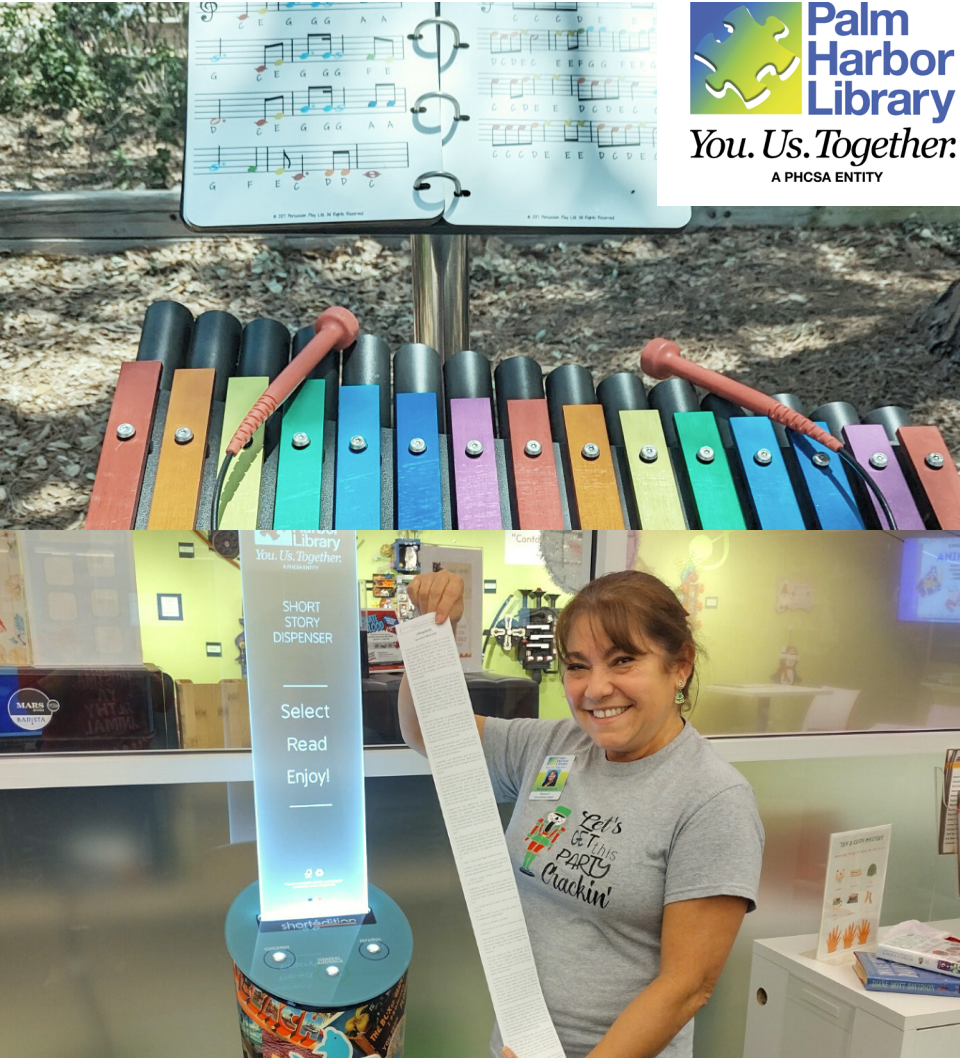


PALMHARBORLIBRARY.ORG



PALM HARBOR LIBRARY

2024-2026

STRATEGIC PLAN

VISION STATEMENT

Palm Harbor Library aspires to be the definitive educational and cultural destination for all members of the Palm Harbor community. It will offer a safe and secure environment, serve as a neutral venue, while providing easy access to information. The Library will be an essential part of the community, acting as an anchor for learning, promoting and supporting the arts, and meeting the evolving needs of its residents.

MISSION

You. Us. Together.





FOCUS AREA: MARKETING AND PUBLIC AWARENESS

3

GOAL

Create a heightened awareness of the library and its programs to attract new and diverse library members, increasing program attendance by 10% in each year of this plan.

STRATEGY	RESPONSIBLE PARTY	TIMELINE	NEED FOR ADDITIONAL FINANCIAL SUPPORT
1 Revise and maintain the Library's website to be more visually appealing, requiring less scrolling and be more user friendly to mobile phone users and more accessible to the visually impaired.	IT Staff	Q2 2024	No
2 Increase the Library's advertising budget through current and innovative means to reach more and varied markets.	Marketing Coordinator	Q1 2024 – Q4 2025 Q1 2026	More Operational Dollars
3 Expand outreach to middle and high school students.	YA Teen Librarian Marketing Coordinator	Q1 2024	No
4 Recruit a college intern to assist with marketing projects.	Assistant Library Director Marketing Coordinator	Q1 2024	No
5 Create a packet for homeowners associations (HOA's) that outlines the Library's services and programs.	Adult Services Dept. Marketing Coordinator	Q2 2024	More Public Funding
6 Establish at least three new nonprofit partnerships.	Outreach Team	Q4 2024	No



FOCUS AREA: OUTREACH AND SERVICES DELIVERED OUTSIDE OF THE LIBRARY

4

GOAL

Expand the library's reach in the community through an active outreach program by delivering three new remote programs each year of this plan and setting the stage for sustaining an expansion of this programming in the future.

STRATEGY	RESPONSIBLE PARTY	TIMELINE	NEED FOR ADDITIONAL FINANCIAL SUPPORT
1 Hire a part time Outreach Coordinator who reports to library administration to meet with community partners to initiate, develop and establish programs and services that the Library offers.	Administrative Staff Director Assistant Director	Q1 2025	New Salary
2 Create a partnership with St. Pete College in which college textbooks are kept in the Palm Harbor Library for students to access any time.	Adult Services Staff	Q2 2024	No
3 Explore new online services serving young adults/new adults.	Adult Services Staff	Q1 2025	New Public Funding



FOCUS AREA: NEW AND INNOVATIVE PROGRAMS

5

GOAL Offer new and innovative programs to the community to increase in person attendance at the library by 10% each year of the plan.

STRATEGY	RESPONSIBLE PARTY	TIMELINE	NEED FOR ADDITIONAL FINANCIAL SUPPORT
1 Create an art contest for children in December and January each year.	Children's Staff	Q1 2025	Additional Cost
2 Create an art contest for young adults.	Teen and Adult Services Staff	Q1 2026	Additional Cost
3 Create a Robotics Club.	Children's Staff	Q2 2025	Additional Cost
4 Create an adult maker space in the Library.	Director Library Support Group	Q3 2024	Additional Cost
5 Create opportunities for take-home maker projects available at the drive-through window.	Adult Services Staff	Q1 2026	Additional Cost
6 Create dance programs for adults.	Adult Services Staff Community Orgs.	Q1 2026	Additional Cost
7 Create exam week fun and engaging programs for students.	Teen Services Staff	Q2 2024	Additional Cost
8 Explore the possibility of funding for a building renovation and expansion to accommodate additional programming, provide more study rooms and increase access to more natural light.	Library Director	Q4 2026	Capital Funding



FOCUS AREA: SUCCESSION PLANNING

GOAL Create a process to provide a smooth transition for the retirement of the current library director and hiring the next director no later than Q4 2026.

STRATEGY	RESPONSIBLE PARTY	TIMELINE	NEED FOR ADDITIONAL FINANCIAL SUPPORT
<p>1 Select a group of four Library staff members to assist the Advisory Board by serving as a Search Committee.</p>	Library Director	Q4 2025	No
<p>2 Share with the Advisory Board a list of desired essential skills and traits of the next Library Director. Some highlighted characteristics include:</p> <ul style="list-style-type: none"> • Having leadership experience in a public library • Ability to interact well with local elected officials and Boards • Upholds library core values, especially diversity, equity and inclusion • Having a business background and being experienced with finance, developing and monitoring budgets and being knowledgeable about building maintenance and expansion. • Having experience in grant writing <p>Additional desired skills and traits of the next Library Director are included in Addendum A.</p>	Library Director	Q4 2025	No



CHRONOLOGICAL ORDER OF STRATEGIES FOR STRATEGIC PLAN

2024 FISCAL	Q1	Q2	Q3	Q4
	<p>Oct 1 – Dec 31, 2023</p> <ul style="list-style-type: none"> • Increase the Library’s advertising budget to reach more and varied markets. • Expand outreach to middle and high school students. • Recruit a college intern to assist with marketing projects. 	<p>Jan 1 – Mar 31, 2024</p> <ul style="list-style-type: none"> • Revise the Library’s website to be more visually appealing, requiring less scrolling and be more user friendly to mobile phone users and more accessible to the visually impaired. • Create a partnership with St. Pete College in which college textbooks are kept in the Palm Harbor Library for students to access any time. • Create fun and engaging programs for students during exam weeks. • Create a packet for homeowner’s associations (HOA’s) that outlines the Library’s services and programs. 	<p>Apr 1 – June 30, 2024</p> <ul style="list-style-type: none"> • Create an adult maker space in the Library. 	<p>July 1 – Sep 30, 2024</p> <ul style="list-style-type: none"> • Establish at least three new nonprofit partnerships.
2025 FISCAL	Q1	Q2	Q3	Q4
	<p>Oct 1 – Dec 31, 2024</p> <ul style="list-style-type: none"> • Hire a part time outreach coordinator who reports to Library administration to meet with community partners to initiate, develop, and establish programs and services that the Library can offer. • Explore new online services serving young adults and new adults. • Create an art contest for children from December to January each year. • Create opportunities for take home maker projects available at the drive through window. 	<p>Jan 1 – Mar 31, 2025</p> <ul style="list-style-type: none"> • Create a robotics club. 	<p>Apr 1 – June 30, 2025</p> <ul style="list-style-type: none"> • No new strategies in this quarter. 	<p>July 1 – Sep 30, 2025</p> <ul style="list-style-type: none"> • Select a group of four Library staff members to assist the Advisory Board by serving as a Search Committee for the next Library Director. • Share with the Advisory Board a list of desired essential skills and traits of the next Library Director (see Addendum A: Other Skills and Traits Desired in the Next Library Director Identified By Staff).
2026 FISCAL	Q1	Q2	Q3	Q4
	<p>Oct 1 – Dec 31, 2025</p> <ul style="list-style-type: none"> • Create an art contest for young adults. • Create dance programs for adults. 	<p>Jan 1 – Mar 31, 2026</p> <ul style="list-style-type: none"> • No new strategies in this quarter. 	<p>Apr 1 – June 30, 2026</p> <ul style="list-style-type: none"> • No new strategies in this quarter. 	<p>July 1 – Sep 30, 2026</p> <ul style="list-style-type: none"> • Explore the possibility of funding for a building renovation and expansion to accommodate additional programming, provide more study rooms and increase access to more natural light.

APPENDIX A: OTHER SKILLS AND TRAITS DESIRED IN THE NEXT LIBRARY DIRECTOR IDENTIFIED BY STAFF

- Is a good listener
- Is sincere
- Is not a micromanager
- Is approachable with an open door
- Empowers and supports staff
- Engages with the community
- Is open-minded
- Is not afraid of controversy
- Is a problem solver
- Has a collaborative leadership style
- Trusts staff and recognizes their accomplishments
- Understands the need for work/life balance
- Is supportive of the physical and mental health needs of staff
- Is open to change but also knows what currently works and should continue unchanged

In addition, the following characteristics would be “nice to have” in the next Director:

- A sense of humor
- Understands the need for opportunities for staff to socialize
- Supports the concept of casual Fridays

As of June 2023, the individuals interested in serving on the search committee with the Advisory Board are: Michelle B., Blake B., Peter C., Samma F., Jaclyn G., Maryjane H., Cathy K., Winona P., AJ S., and Jessica W.