

OWEN COUNTY PUBLIC LIBRARY STRATEGIC PLAN 2023-2025



Vision Statement – our Preferred Future:
Owen County Public Library will be the centerpiece of literacy and culture providing all residents with life-long learning experiences.

Mission Statement – Our Current Work:
The Owen County Public Library promotes literacy, community engagement and cultural heritage through quality programming, services, and technology in a pleasant and welcoming environment.

OVERVIEW

The Owen County Public Library has an outstanding reputation in Owen County and is used by many of the citizens in the county on a regular basis. In FY 2021-22, 27,679 people walked through the library doors for literacy services. Further, during that time, 59,791 library items circulated in the county. The library serves as a meeting space for the county and 432 meetings were held at the library. Also, there were 13,686 internet sessions. The library has many impressive partnerships in the county and their programs include homeschool programs, bi-monthly blood drives, AA/NA & Alanon weekly meetings, job coaching services through the Kentucky Career Center and monthly history programs for the Senior Center of Owen County.

In total there were over 380 programs offered through the year and 400 patrons participated in the summer reading program. The Outreach program delivered 4,431 books to homebound and bookmobile patrons.

As noted, the Owen County Public Library is the centerpiece of the county providing informative, innovative, and impressive programs, services, and partnerships, which are meaningful for the community and the patrons.

The Owen County Public Library Strategic Plan provides a framework for the library to meet the needs of the community and deliver high levels of service focused on literacy and learning.

The strategic planning work began with an information meeting with the current board members and director to learn about their future direction for the library. Board members were asked to discuss the programs and services they would like to see implemented in the next three years. Further, they were asked to assess their current facilities and technology. Lastly, they discussed what needs the citizens of Owen County have and how the library could meet those needs.

Focus groups were held with staff members to determine their points of pride concerning library programming and services. Further, their input and suggestions helped create the action plan for ways to better serve their patrons. As noted by the staff, they take great pride in their customer service and their programs and services are well attended.

Lastly, a public survey provided information pertaining to patron interests and needs. Survey responses included ideas for new programs, services, and innovative ways to better serve patrons.

This strategic plan includes two studies – one for expansion of the current facility and use of the land at the back of their property and two a study of marketing best practices and ways to increase patronage through increased visibility of programs and services. Thus, the three-year plan – 2023-2025 focuses specifically on new and exciting programs and services that will increase the numbers of patrons served and help citizens understand the significance of the library to the community.

THE OWEN COUNTY PUBLIC LIBRARY STRATEGIC PLAN 2023 - 2025

COLLECTIONS AND CUSTOMER SERVICE

Goal I: Provide physical and digital collections that meet patrons' reading interests and their need for up-to-date dependable resources stimulating their thinking and supporting life-long learning.

Goal II: Staff will provide excellent customer service while determining and solving patron reference and reading needs.

PROGRAMS AND SERVICES

Goal I: Host accessible programs and services that spark curiosity, nurture learning, and encourage creative and critical thinking skills.

Goal II: Enhance early childhood literacy by offering programs that support learning and critical thinking skills.

Goal III: Showcase local artistic and creative talent through innovative programming.

OUTREACH

Goal I: Increase the visibility and significance of the library to the community.

Goal II: "Take the library" to the citizens of the county through use of the bookmobile, outreach van, and shared programming with educational, cultural, and social service organizations.

Goal III: Host "Get a Library Card Day" at local businesses, churches, and organizations.

PARTNERSHIPS

Goal I: Develop strategic partnerships in the community, which promote innovative programming, shared resources, and increased patronage.

Goal II: Build new partnerships by reaching out to community organizations and hosting "Get to Know You" events to welcome them to the library.

WORKFORCE DEVELOPMENT

Goal I: Provide collaborative services with other workforce development providers enhancing the employment and economic development of Owen County citizens.

Goal II: Introduce and provide workforce development resources, programs, and services to patrons.

MARKETING

Goal I: Conduct a study of all marketing opportunities and materials including branding materials, website, monthly calendar, avenues of social media and map of library sections.

Goal II: Enhance communications, outreach, and advertising to better inform the public of library programs and services.

Goal III: Create an out-of-the-box action plan that integrates, simplifies, coordinates, and enhance library visibility in the community.

Goal IV: Create awareness campaigns to impart the significance of the library to the county and community.

TECHNOLOGY

Goal I: Provide access to up-to-date technology, that promotes literacy and life-long learning.

Goal II: Update the existing technology plan that includes replacement of computers, I-pads, and other technology available to patrons and include plans for purchasing of new technology.

FACILITIES

Goal I: Provide a welcoming and safe environment that serves as an anchor for the community.

Goal II: Identify and implement renovation options to increase community use of the library for citizens of all ages.

Goal III: Prepare a Facilities and Spaces Master Plan including long-term infrastructure, renovation and future service point needs and priorities.

Goal IV: Consider utilizing the property behind the library to 1) extend the library building, create 2) an outdoor recreational area and 3) an amphitheater.