



# **PULASKI COUNTY LIBRARY SYSTEM**

## **STRATEGIC PLAN**

**2019 – 2023**



# Background

## Facilities

The Pulaski County Library System is composed of the Pulaski County Library which is a 9400 square foot facility located in the Town of Pulaski. Originally built in its present location in 1966, the building was expanded to include a Children's Room and Community Room in 1984. The Charles and Ona B. Free Memorial Library, which is located in the Town of Dublin is 3300 square feet and was built in 1990 to better serve the population in this expanding area of the county. The Library System serves a current population of 34,872 citizens. (2017)

## Governance and Budget

The Board of Supervisors of Pulaski County appoints a nine member governing board made up of eight positions representing the various county districts and the Superintendent of Schools as an Ex Officio member. The *Code of Virginia* states that the Governing Board is "legally responsible for the control and management of the library and all that happens in it." (*Virginia Public Library Trustee Handbook*). The total annual budget for FY 2018 was \$708,036 from State Aid Funding, County Funds, donations, and endowment.

## Collection and Circulation

The library is committed to serving the needs of all citizens. In order to do this effectively, the library strives to provide a balanced collection that includes print materials, non-print materials, and access to the Internet and electronic content. The total operating expenditures were \$688,023 with \$19.75 spent per capita. The Library System holdings in FY2018 were 49,155 print books, 282,035 downloadable E-Books, 107 periodical subscriptions, plus 74 current electronic periodical subscriptions, 41 electronic collections, 1,967 audio books, 68,676 downloadable audio books, and 2,718 DVDs and 33,989 downloadable videos. Library visits for FY2018 were a total of 135,508 with 3.89 visits per capita and 10,324 registered borrowers.

## Services

The library provides a range of services for adults, young adults, and children. These include a staff of skilled information specialists making reading recommendations for all ages, giving library tours and instruction and education, and offering programming for all ages, including book discussion groups, preschool story time, activities for children and teens, and one-on-one computer help. The library also offers wireless Internet access, public computer access, hold requests, interlibrary loans of materials not owned by this library system, online databases, and an Internet accessible library catalog, as well as FAXing, scanning, laminating, and copying/printing up to poster sized items.

## Key Conclusions

1. The library will strive to be a destination within the community as well as a source for electronic content. This will entail striking a balance between those services that invite community members to visit the libraries' buildings and those services that may be used at a distance.
2. The library system will remain committed to providing customer-centered and knowledgeable staff members who can meet the service needs of the community.
3. The library will maximize the use of the collection by making new and returned materials available in a timely manner, and use multiple means to tailor the collection to the community including providing materials in paper, audio-visual, and electronic formats.
4. The library will continue a broad range of services for youth and teens, as well as endeavor to provide programs and services that address their changing informational needs.
5. The library will strive to offer new technologies selected to meet changing needs, offer information, ideas and inspiration in convenient formats, and allow uniform access. The system will also continue to pursue technological solutions that will allow a greater number of citizens to use library resources remotely.
6. The library will analyze the space necessary to provide library services to the community and seek long-term solutions to the need for additional space.
7. The library will seek community partnerships and collaborative projects.
8. The library will continue its presence at community events and at other outreach locations.

**Members of the Pulaski County Library System Board of Trustees**

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**MISSION STATEMENT**

The mission of Pulaski County Library System is to provide information and library materials for all citizens of Pulaski County. The Library System takes pride in providing excellence in its provision of services and programs.

**VISION STATEMENT**

The vision of Pulaski County Library System is to continuously provide free, friendly service and access to timely materials that educate, inspire and entertain the entire community.

## GOALS AND OBJECTIVES

**GOAL 1: FACILITIES:** To provide accessible and functional facilities that are well-maintained and inviting to the community.

*Objective 1:* Update internal signage at both libraries in 2019

*Objective 2:* To investigate building a new centralized library, possibly by partnering with the county in the building of a Wellness Center by 2022.

*Objective 3:* Update the look of the libraries with additions and improvements of furniture and fixtures by December 2019

*Objective 4:* Replace Dublin Library and Pulaski Library carpeting by 2020.

*Objective 5:* Repaint Pulaski Library by 2021.

*Objective 6:* Creation of an outdoor reading garden at Dublin Library by 2021.

**GOAL 2: COLLECTION:** To provide and strengthen the library materials collection in various media/formats and create a well-rounded collection that is timely and useful to meet the informational, educational and recreational needs of Pulaski County citizens of all ages.

*Objective 1:* Consider offering downloaded audio and/or ebooks on devices for circulation by 2020.

*Objective 2:* Consider migrating the collection of books on CD to e-audio by 2022

*Objective 3:* Perform an inventory on the collection every 3 years beginning in 2017 to progress in 2020 and 2023; or as needed.

*Objective 4:* Evaluate the collection bi-yearly to determine strengths and weaknesses

**GOAL 3: STAFFING:** To recruit and retain sufficient, well-trained staff who are knowledgeable, and enthusiastic to meet the library needs of county residents.

*Objective 1:* Increase staff training and education each year to maintain a knowledgeable staff through 2022..

*Objective 2:* Develop a Volunteer Policy with a job description and the requirements for volunteering at the libraries by 2019

*Objective 3:* Review library board by-laws in 2020 & every 3 years thereafter: 2023, 2026.....

*Objective 4:* Begin to review & evaluate job descriptions annually

*Objective 5:* Create a staff organizational chart by 2021

*Objective 6:* Designate a staff member as coordinator of volunteer activities and develop a Volunteer policy by 2021

*Objective 7:* Staff should promote Friends memberships on a continuing basis

**GOAL 4: SERVICES:** To encourage all Pulaski County Citizens of all ages to use the Library System and avail themselves of all library services while ensuring high-quality public services as patrons seek information, resources, and assistance in achieving success in their schooling and life-long learning. To encourage a life-long appreciation of reading and a desire to learn that will enable Pulaski County citizens to be informed, productive and satisfied citizens through the provision of varied library services.

*Objective 1:* To develop an informational packet that can be given to new patrons and be put at the Chamber of Commerce for perspective residents and businesses and at the Visitor's Center to inform citizens of services and to promote programs and resources by December 2019.

*Objective 2:* To review and revise genre and reading lists and create brochures for readers' advisory by 2019.

*Objective 3:* Encourage the arts and literature in Pulaski by exhibiting local artists, conducting writing and photography contests, and exhibiting local crafters items. Increase participation each year through 2019.

*Objective 4:* Continue to create and stock book exchange sites throughout the county per the Little Free Library concept to encourage reading and literacy through 2022.

**Goal 5:**           **RESOURCES:** To seek and increase resources to adequately support library services and collection and to use all resources effectively to meet the community needs and interests.

*Objective 1:* To investigate means of increasing donations to the library directly or via the Friends of the Library or to the Library Foundation through 2021.

**GOAL 6:**           **TECHNOLOGY:** To continue to adopt new technologies and to upgrade current technologies to assist library patrons and area residents with their information needs and to assist library staff in being efficient in carrying out their duties to serve Pulaski County citizens.

*Objective 1:* To review and update the Technology Plan by 2019.

*Objective 2:* To investigate the purchase and implementation of self-checkout stations by 2020.

*Objective 3:* Determine the need for new patron counters at the doors of both Dublin & Pulaski Libraries by 2020.

**GOAL 7:**           **MARKETING/PUBLIC RELATIONS:** To ensure that the community is informed about services and opportunities at the Pulaski County Library System.

*Objective 1:* Write and publish regular newspaper articles in the Southwest Times and Patriot through 2020.

*Objective 2:* To create a Library Logo that can be used in all advertising and promotional campaigns by December 2019

*Objective 3:* Facilitate a large-scale celebration promoting reading and literacy for the community (Pulaski Reads) by 2019.

*Objective 4:* Create special book and human interest displays at both libraries through 2021.

*Objective 5:* Establish a staff member to coordinate public relations activities by 2020

## **Target Dates For Completion of Objectives**

### **Year 2019:**

- Develop a Volunteer Policy with a job description and the requirements for volunteering at the libraries
- To create a Library Logo that can be used in all advertising and promotional campaign
- Facilitate a large-scale celebration promoting reading and literacy for the community (Pulaski Reads).
- Encourage the arts and literature in Pulaski by exhibiting local artists, conducting writing and photography contests, and exhibiting local crafters items. Increase participation each year.
- Create book exchange sites throughout the county per the “Little Free Library” concept to encourage reading and literacy
- Repaint and/or wallpaper Dublin Library.
- To review and revise genre and reading lists and create brochures for Readers’ Advisory.
- Update internal signage at both libraries
- Update the look of the libraries with additions and improvements of furniture and fixtures
- To develop an informational packet that can be given to new patrons and be put at the Chamber of Commerce for perspective residents and businesses and at the Visitor’s Center to inform citizens of services and to promote programs and resources
- To review & update the Technology Plan

### **Year 2020:**

- Determine the need for new patron counters at the doors of both Dublin & Pulaski Libraries
- To investigate the purchase and implementation of self-checkout stations
- Write and publish regular newspaper articles in the Southwest Times & Patriot
- Consider offering downloaded audio and/or ebooks on devices for circulation
- Replace Dublin Library and Pulaski Library carpeting.
- Review library board by-laws in 2020 & every 3 years thereafter: 2023, 2026....
- Establish a staff member to coordinate public relations activities
- Perform an inventory on the collection every 3 years

### **Year 2021:**

- To investigate means of increasing donations to the library directly or via the Friends of the Library or to the Library Foundation
- Repaint Pulaski Library.
- Create special book and human interest displays at both libraries each year
- Creation of an outdoor reading garden at Dublin Library
- Begin to review and update job descriptions annually
- Create a staffing organizational chart
- Designate a staff member at coordinator of volunteer activities and develop a volunteer policy

### **Year 2022:.**

- Consider migrating the collection of books on CD to e-audio
- Increase staff training and education each year to maintain a knowledgeable staff
- To investigate implementation of RFID – Radio-Frequency Identification or other technology to improve security and ease of transactions
- To investigate building a new centralized library, possibly by partnering with the county in the building of a Wellness Center
- Continue to create and stock book exchange sites throughout the county per the Little Free Library concept to encourage reading and literacy.

**Year 2023**

- Review library board by-laws every 3 years; 2023, 2026....
- Staff should promote Friends membership on a continuing basis
- Evaluate the collection bi-yearly to determine strengths and weaknesses
- Perform an inventory on the collection every 3 years

Approved: June 30, 2009

Revised & Approved: June, 2010

Revised & Approved: June 28, 2011

Revised & Approved: May 29, 2012

Revised & Approved: June 25, 2013

Approved: May 27, 2014

Approved: August 25, 2015

Revised and Approved: May 31, 2016

Revised and Approved June 27, 2017

Approved June 26, 2018

Revised and Approved September 24, 2019