

St. Johns County

Public Library System

Annual Plan of Service 2020 - 2021 ***"Connect, Learn, Enjoy @Your Library"***

I. Connect

Technology: Provide relevant electronic resources (content creation and delivery) to the public.

Measures to be Collected:

- Number of circulations of downloadable titles
- Number of virtual viewers/participants
- Number of virtual programs created

Activities:

- Monitor usage of digital downloads and adjust services accordingly and as library budgets allow.
- Follow trends in the use of e-readers and digital devices, monitor usage of library's devices, and adjust services accordingly and as budget allows.
- Monitor technical trends in creation and use of interactive packages.

II. Learn

Staffing: Continue to improve the quality of customer experiences at SJCPLS.

Measures to be Collected:

- Number of community responses to library surveys
- Number of comment cards submitted
- Number of staff receiving customer service training

Activities:

- Emphasize meaningful customer experiences throughout the library system and regularly collect feedback from patrons to gauge our success.
- Provide customer service training to all staff annually, at a minimum at SJCPLS Staff Development Day.
- Identify procedures, policies, etc. that can be modified to be more customer-friendly.

III. Enjoy

Collections: The library system will promote the joy of reading in order to enrich lives, expand horizons, and foster imagination.

Measures to be Collected:

- The circulation of fiction in all formats will increase by .5% annually
- The circulation of non-fiction in all formats will increase by 1.0% annually
- Number of materials borrowed or added

- Number of patron requests for new materials received

Activities:

- Strengthen community by connecting users with resources to meet their needs.
- Sponsor St. Johns Reads annually.
- Evaluate collection use and revise purchasing as needed, based upon patron requests for materials/subjects.

Facilities: Maintain an environment that is safe and welcoming for library patrons and staff.

Measures to be Collected:

- Number and capacity of library meeting rooms available to the public
- Number of people visiting the libraries annually
- Number and frequency of groups using library meeting rooms
- Number of work orders submitted to Facilities Maintenance
- Number of public comments/complaints about library facilities
- Number of incident reports

Activities:

- Foster creative solutions based on best practices COVID-19 safety awareness.
- Update internal/external signage at the libraries.
- Explore ways of rearranging areas of the libraries to meet competing needs for use.
- Maintain communication with County Administration and the BCC regarding the library system's long- and short-term capital needs.
- Investigate introduction of sustainability initiatives into library operating processes.

IV. @Your Library

Sustainability: Actively seek supplemental sources of revenue.

Measures to be Collected:

- Number of grants written
- Number of grants awarded
- Number of new FOL memberships received as result of ongoing outreach efforts
- Increase in annual donations received due to online electronic payment options

Activities:

- Utilize grants software to seek appropriate grant and foundation opportunities.
- Actively promote online electronic payment options for accepting donations.
- Actively promote the individual FOL organizations and the benefits of membership.
- Maintain a strong, well-informed Library Advisory Board that makes decisive recommendations in accordance with its oversight role within the Library-BCC structure.
- Demonstrate value in space, operations, and resources.

Marketing: Develop an awareness campaign to make more people aware of all the services offered by the library system.

Measures to be Collected:

- Number of community programs presented (at non-library locations)
- Number of persons attending community programs (at non-library locations)
- Number of social network followers

- Number of agencies linking to library website
- Number of newsletter recipients

Activities:

- Provide presentations to inform the community about library resources and programs.
- Develop relationships with local media outlets to tell the library story.
- Maintain monthly SJCPLS e-newsletter.
- Continue to work on SJCPLS branding.
- Need to develop and foster use of online channels for awareness programs.

Staffing: Identify and create new staff positions relevant to the growth of the library system.

Measures to be Collected:

- Number of new staff positions created
- Number of staff re-classification requests submitted
- Number of staff promoted into higher classifications
- Number of staff receiving training
- Number of hours of staff training received
- Number of new volunteers recruited and trained

Activities:

- Continue to work with Personnel Services to conduct an internal audit of all library positions and update position classifications and job descriptions as needed.
- Continue to explore the use of shared and rotating staffing throughout system.
- Assess best practices for recruitment/use of library volunteers during and post-COVID-19.
- Continue providing internal opportunities for mentoring, professional growth and promotion.
- Cultivate the talents of our dynamic staff.
- Invest in professional development.

V. Evaluation

This plan is for fiscal year 2020-2021. Library staff will develop activities to attain the objectives. The staff will examine the progress quarterly. The Library Advisory Board will examine the progress in achieving objectives annually. This process may result in changes to the objectives in response to new developments and opportunities for the library and the County.