

St. Johns County Public Library System

Annual Plan of Service 2021 - 2022 *"Connect, Learn, Enjoy @Your Library"*

1. Economic Development: Thriving and Emerging Economic Opportunities

- a. *SJCPLS increases participation in workforce development library programs that improve employability and socioeconomic advancement*
 - i. Seek partnerships to expand workforce development resources in libraries
 - *Measures:*
 - # of partnerships created
 - # of career databases used
 - # of business databases used
 - ii. Incorporate workforce skills development into existing adult education curricula
 - *Measures:*
 - # of classes offered
 - # of Job Search Reference questions asked
 - # E-Government Reference questions asked
 - iii. Train branch staff on small business and entrepreneurial resources
 - *Measures:*
 - # of library staff trained on business resources

2. World-Class Living: The Place to Live, Work, and Play

- a. *SJCPLS enriches the lives of residents through health, educational, civic, and social engagement programs provided by both library staff and partner agencies*
 - i. Provide a versatile, welcoming, collaborative, and safe space that serves as an anchor for the community
 - *Measures:*
 - # of library visitors
 - # of patron comment cards received
 - ii. Expand library's presence at community events and off-site programs in order to improve library visibility throughout the county
 - *Measures:*
 - # of off-site library programs offered
 - # of off-site program attendees
 - iii. Maintain and enhance virtual opportunities to offer access to residents in gap areas
 - *Measures:*
 - # of virtual programs offered
 - # of virtual program attendees/online views

3. Customer Service: Putting People First

- a. *SJCPLS will ensure a strong, helpful, and customer-focused organization*
 - i. Support staff development by addressing capability gaps, training staff, and recruiting new talent to augment our knowledge, skills, and abilities
 - *Measures:*
 - # library staff trained

- # of new library hires
 - # of new library volunteers
 - ii. Increase total hours of professional development training completed by library staff by 5 percent annually
 - *Measures:*
 - # of staff trained
 - iii. Realign organizational chart to ensure equity of staff among locations
 - *Measures:*
 - # of library staff reclassified/promoted
 - # of new library positions created
- b. *SJCPLS will create valuable experiences for every user to foster lifelong learning and literacy*
 - i. Build and maintain library collections based on patron interest and need
 - *Measures:*
 - # of new library materials added
 - # of patron requests received for new materials
 - ii. Engage community by providing high-quality entertainment and enjoyment for all ages through library materials and resources
 - *Measures:*
 - # of circulations of materials
 - # of holds placed on materials
 - # of library materials renewed
 - iii. Make our collections, experts, and services available when, where, and how users need them
 - *Measures:*
 - # of visits to library website
 - # of Reference questions
 - # of new bookmobile stops
 - # of visitors to bookmobiles
 - # of database uses
 - # of online library card registrations
 - # of public catalog uses
 - # of library fines paid online

4. Evaluation

This plan is for fiscal year 2021-2022. The Library's directions have a focus and connection with the recently-developed St. Johns County Goals, guiding the County and the Library in caring for the needs of St. Johns County residents.

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.