

Moore County Public Library Strategic Plan Process

Peggy Gold, Director requested the strategic planning process to help her and give direction to meet the needs of her community. Four meetings were held offering board, staff and public opportunities to learn about and share their thoughts on what the library meant to them and their community. The meetings were held at different times, afternoons, an evening, and a Saturday to allow those who wished, an opportunity to share and comment.

Our first group was assigned the task of answering three questions: What Do We Do? Why Do We Do It? How Do We Do It? The results provided a solid draft of a Business Purpose, Organizational Purpose and Value statement. We drafted a Vision Statement as well. The next meeting summarized and refined the drafts as well as completing a SWOT analysis. The SWOT analysis yielded observations from representatives of the community. Diversity in age, socio-economic status, race, religion, and geographical location and interest made this segment of the process interesting and thought-provoking. The comments as well as the number of “dots” are represented in the following charts with the number of dots for each indicated in parenthesis. The third meeting identified objectives and goals. Next, the staff identified steps they could take to carry out the drafts prepared. The Board met on February 20, 2007, made changes and recommendations and discussed several issues in detail. Peggy reported her budget was due within the week, and the board chose specific actions to take immediately. The SWOT analysis and Strategic Plan draft are included.

SWOT Analysis

Strengths:	Weakness:
Children’s Area (5)	Parking/driveway (5)
Ample Computers (7)	Book Clubs All Ages
Memorial Books (7)	Salaries (4)
Works well with community groups (5)	Summer Reading
Staff friendly and helpful (10)	Study Area/Reading Environment
Variety of books	\$\$ (2)
Children’s collection awesome	Hours (1)
Location	More Staff
Building	Space (1)

Strengths:	Weaknesses:
Audiobooks	Buy books instead of ILL
Different Programs	New programs to get older books out (1)
Communication is good	Bathrooms
Happy work environment (work well together)	Modern comfortable furniture (1)
Genealogy area (3)	Space for teens
Teen Section	Signage
Seating	Book Clubs All ages (3)
Cute Decorations	Community unaware (2)
Peggy	Promote Volunteers (1)
Kids can listen to tapes	Work with school/programs at school
Organized	Get books back
Works hard to provide on a limited budget	More computers
Willing to help	Involve teens
	Senior Programs
	More tape players
	Back door only access/front not used (1)
	Summer reading (3)
	Study Areas
	Reading Environment
	Book drop needs security (3)
	Door Locks (2)
	Thorough training of staff
	Lose some bushes
	More copies of best sellers
	Director's Salary too low

Opportunities:	Threats:
Loyal customers (would be volunteers) (7)	\$\$ (10)
(FCE) Civic Groups (4)	Paper won't print articles (7)
Attendance at local gov't meetings (5)	
Civic groups at high school (6)	Summer Reading competes w/ Vacation Bible School (2)
Neighborhood Involvement (6)	No advertising (1)
Regional Support (3)	Lack of commission support (1)
Newspaper	Small county w/scattered population
People's interest in town and family histories (1)	Lack of awareness of activities
Size of town (small is good) (1)	Lack of community support
Willingness to help when asked.	Programs compete with ball.
Jack Daniels Distillery (2)	Our problems = no publicity = no interest =our problems
Money donations from businesses (2)	
People	
Small size of town is an advantage	
Community to take advantage	

**Moore County Public Library
Strategic Plan
(Draft, February 21, 2007)**

Business Purpose:

The Moore County Public Library provides services and information for lifelong learning and enjoyment.

Organizational Purpose:

We enrich our community.

Values and Principles

Friendly
Professional
Helpful

Vision:

Our library is an inviting place where all can gather to explore, discover and grow!

Objectives and Goals

- **Buildings and Grounds**
 - Parking/Drive 2008 (Peggy and Board)
 - Planning Commission August 2007
 - Estimate Oct. 2007
 - Board allocation request January 2008
 - Obtain bid and submit February 1 2008
 - Space Analysis
 - Reading/Study Areas/YA/Meeting Area Priorities
 - Review space after minor changes are made
 - Collection Reports (March 2007)
 - Identify new/additional equipment (comfortable, inviting furniture, computers, shelving, etc. needed for new services) (April 2007)
 - Initiate minor furniture moves for immediate change

- **Personnel (Peggy and Board)**
 - Salary Review
 - Submit budget (Peggy)
 - Board Steps
 - Discuss and approve on recommended salary (Feb. 2007)
 - Board Members speak with officials

 - Training
 - Genealogy Training (Sondra)
 - Cataloging (Region)

- In-service Training (Peggy)

- **Services**

- Study Service Hours
 - Staff count hourly use (March 2007)
 - Staff make recommendations to the board (March 2007)
 - Changes with fiscal impact recommendations (Aug, 2008)

- **Raise Awareness**

- Media
 - Newspaper (Monthly) (Peggy)
 - Monthly Event Calendar For Programs (Brandy)
 - Distribute to schools and restaurants (Mandie)
 - Marquee for the front (Peggy)
 - School Announcements
 - Handouts ROI, Fact sheets (Highland Rim)

- **Technology**

- Web-based catalog (cost estimates) (Peggy)
- Website (Possible school project) (Peggy)

- Gov't and Civic Meeting Attendance

- Peggy
- Sondra
- Board Members
- Join Chamber of Commerce (Peggy)