



The West Florida Public Library 2014 Annual Plan

The Strategic Plan for the West Florida Public Library System 2013-18 identified the following six service priorities:

- Goal 1. Satisfy Curiosity: Lifelong Learning
- Goal 2. Create Young Readers: Early Literacy
- Goal 3. Stimulate Imagination: Reading, Viewing and Listening for Pleasure
- Goal 4. Information Fluency: Understand How to Find, Evaluate and Use Information
- Goal 5. Be an Informed Citizen: Local, National, and World Affairs
- Goal 6. Discover Your Roots: Genealogy and Local History

The West Florida Public Library will use this plan and the six acknowledged strategic goals as the basis for planning and activities during the next five years. The first year of our five year plan will focus on building a strong foundation for the library. The objective is to establish guidelines and provide the tools necessary for the library to build engaging programs and offer a variety of efficient, responsive services to the public. The library, as a citizen centric entity, enhances the quality of life for the residents of Escambia County.

Activity	Measurement (Objective)	Value	Primary Goal(s)*
Radio Frequency Identification	Implement RFID at Main library plus one branch the first year. (All facilities the second year)	RFID will save staff time with automated services and secure our inventory.	1 Lifelong Learning
Integrated Library System (Online Catalog)	Implement ILS system wide with automated holds notifications and automated card renewal notifications.	New system is patron friendly, has intuitive searches and is interactive.	3 Stimulate Imagination
Personal/Public Computer Reservation and Print Management (Automated computer sign-in, and printing.)	Implement PC reservation and print management at Main library plus one branch first year. (All facilities the second year.)	System will offer patron friendly log-in and automated sign-out. It minimizes staff assistance for the sign-up processes which allows for more staff time for workshops, training, and personal assistance.	1 Lifelong Learning 3 Stimulate Imagination 4 Information Fluency
Library Specialist	Develop centralized marketing, promotion, and development strategies	Promotes the image, perception, and branding of the library within the organization, and for the public.	4 Information Fluency 5 Informed Citizen
Volunteer Coordinator	Develop volunteer training, policy, procedure, and recognition. Implement system wide with centralized statistics and increase the number adult volunteers by five the first year.	Program will address staffing levels system wide, provide assistance to all facilities to improve shelving, and services. Will increase community connections and allows more staff time for other action items and tasks.	1 Lifelong Learning 4 Information Fluency 5 Informed Citizen
Focus Groups	Conduct 7 focus groups	Focus groups will assess	3 Stimulate

	throughout the year.	community needs.	Imagination
Employee Training	Conduct twelve computer workshops for employees to assess skill sets in various areas of their job description and provide opportunities to improve. Implement new hire orientation for 100% of new employees and provide orientation to 75% of current employees the first year, and 100% the second year. Offer opportunities for professional development.	Training improves morale, increases value of the employee, creates more efficient operations, uniform implementation of policy and consistent practices.	1 Lifelong Learning 4 Information Fluency 5 Informed Citizen
Internal Communication	Monthly employee newsletter. Monthly manager meetings.	Improved communication methods engages and shares information with employees regarding the library.	4 Information Fluency 5 Informed Citizen
Website	Improve the usability and design of the web site. Develop five subject guides to post on the web.	Improves patron services by improving access to services available on the web site and is responsive to patron comments.	All goals
Material Availability	Decrease Materials processing time by 50%.	Improves patron services by providing materials in a timely manner. Minimizes staff time on book processing which will allow more staff time for readers advisory, patron services, and programming.	3 Stimulate Imagination
eBooks	Provide 250 popular, downloadable eBook titles.	Improves patron services by providing additional formats for information sharing.	3 Stimulate Imagination
Outreach to Organizations, Programs, Contests Local Businesses, Partnerships.	Maintain existing levels of partnerships and programs.	Strengthens relationships within the community and increases patron services by improving access to quality programs.	All goals
Offsite library card sign-up	Streamline processing of library cards off site. Train 100% of managerial employees on the process and procedures.	Will increase opportunity for Library card usage and improve efficiencies in operations.	2 Create Young Readers: Early Literacy 3 Stimulate Imagination 4 Information Fluency
Book Discussion Groups	Conduct 6 book discussion groups at the Main library for the first year. (Add two branches the second year.)	Offers community enrichment and improves connections with patrons.	3 Stimulate Imagination 4 Information Fluency
Readers' Advisory	Provide readers advisory in the fiction department at the main library.	Develops patron services by improving their experience in the	3 Stimulate Imagination

		library. Responsive to patron comments.	
Signage	Use clear and visible signage.	Increases patron services by improving their experience in the library. Responsive to patron comments.	4 Information Fluency 5 Informed Citizen
Décor, Art work and visual appeal	Acquire artwork and décor that create a learning environment.	Improves patron services by providing a welcoming environment that promotes the library as a cultural center and a community gathering spot. Responsive to patron comments.	3 Stimulate Imagination
Investigate Funding Sources	Pursue at least one major programming related grant.	Provides community enrichment and highlights library as a destination.	1 Lifelong Learning 5 Informed Citizen

*Primary Goals for each activity were highlighted; however, the 2014 Annual Plan is actually building the foundation of the library system and therefore, supports all six goals.

The first year emphasizes the construction of a framework designed to build a foundation for organizational success. It does not exclude new ideas or activities referenced in the five-year strategic plan. The aim of the first annual plan is to solidify the groundwork of our vision. Once the foundation is laid, staff will focus upon the development of activities, the creation of relationships, and the mastery of skills necessary to meet the six strategic goals of the West Florida Public Library System. The achievement of these goals will result in a healthy and vibrant library system.

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