



The West Florida Public Library Fiscal Year 2015 “Second” Annual Plan

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

Satisfy Curiosity: Lifelong Learning - Residents will find personal enrichment, be exposed to new ideas, and continue to learn throughout their lives.

Create Young Readers: Early Literacy - Children will have programs and services designed to provide them experiences that will support them as they enter school ready to learn, read, write, and listen.

Stimulate Imagination: Reading, Viewing and Listening for Pleasure - Residents will find the Library a vibrant community of readers, as we connect people to resources that stimulate the imagination.

Information Fluency: Understand How to Find, Evaluate and Use Information – Residents will be empowered to improve their critical thinking skills and develop the skills they need to incorporate learning into their daily lives.

Be an Informed Citizen: Local, National, and World Affairs - Residents will recognize the Library as a focal point and resource for Escambia County’s communities.

Discover Your Roots: Genealogy and Local History - Residents will build bridges between Escambia County’s past, present, and future.

The West Florida Public Library System and Library Board of Governance will incorporate the six acknowledged strategic priorities as the basis for planning and activities during the next five years. The first year of our five year plan was focused on building a strong foundation for the library. The second year is focusing on setting the framework for essential support functions in the areas of policy, procedure and guidelines, to include service assessments (Bookmobile, Interlibrary Loan, Talking Books, Meeting Rooms), and technology replacement plans. Completion of the Five year Strategic Plan will result in a healthy and vibrant library system.

	Objective (Measurement)	Activity
1	Create learning opportunities with strategic partners to maximize Library and community resources.	Maintain existing programming levels. Pursue at least one major programming related grant. Maintain a list of grant opportunities.
2	Develop centralized marketing, promotion, and development strategies.	Inquire about the “Library Specialist” position. Visit each service desk location to evaluate consistency of library image. Create a media contact list. “Market” in-house to employees via the newsletter, and meetings. Centralize and theme programming efforts across the system.

3	Partner with local groups and businesses to increase awareness of library resources and activities, and research potential adult programs.	Centrally locate a comprehensive and accurate list of all organizations and agencies with which the library has formal and informal partnerships. Draft a process that is observed when determining whether or not to partner with an organization or agency. Share with staff the process to be followed when they wish to initiate a partnership agreement or respond to a request to establish a partnership. Establish criteria that will be used when assessing existing or potential partnerships
4	Maximize, streamline, and invest in systems, processes, and technologies to provide each user a great Library experience.	Reimagine the role of the Bookmobile and/or additional methods of outreach to the underserved. Centralize scheduling of employees. Draft procedure manuals for departments. Reformat forms so that one form can be utilized in all departments.
5	Partner with at least two community organizations per year for early literacy initiatives.	Establish an on-going relationship with coordinators of media specialists and early learning at the Escambia County School District. Centralize reporting of these partnerships.
6	Establish baseline data on number items in early literacy collections and number of checkouts.	Utilize reporting system of new Integrated Library System to identify usage of current collection and to identify areas of need and/or expansion.
7	Create collections that are responsive to users' needs and ensure access to popular materials in a reasonably timely manner.	Update Collection Development Policy, staff guidelines, and procedures. Update processing procedures to document and track material availability.
8	Maintain a productive user-friendly catalog and materials holds system.	Work with Integrated Library System software to enhance user features .
9	Verify accuracy of Library catalog records and complete materials inventory for all locations by September 30, 2015.	Materials inventory will be completed when RFID tagging is done. Write procedures on how to verify accuracy of catalog records.
10	Explore improvements to create a user-friendly Library website and online catalog.	Coordinate with County to create a user-friendly, informative website that highlights the services and resources of the library.
11	Develop a proactive technology plan to anticipate and budget for necessary technology updates, maintenance, and established replacement cycles.	Maintain the library's relevancy as a critical community asset and provider of information through relevant technologies.
12	Encourage living connections between past and present.	Provide instruction in genealogical resources and explore hosting workshops periodically at all service locations.

Adopted by WFPL Board of Governance Monday, November 17, 2014

The West Florida Public Library System
239 North Spring Street
Pensacola, Florida 32502
850.436.5060

