

2018 Annual Plan of Service for West Florida Public Libraries (WFPL)

The 2013-2018 Strategic Plan for the West Florida Public Library System identified 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 WFPL Board of Governance (BOG) and WFPL staff will utilize these five acknowledged strategic priorities as the basis for planning, activities, and initiatives through 2018. The Annual Plan of Service is divided into specific short-term objectives (ST) to be completed during the calendar year and on-going objectives (OG) both of which shall be measurable.

	Objective / Measurement	Activity	Supporting Goal
ST1	Begin development of the 2019-2024 WFPL Strategic Plan.	Identify and establish focus groups to assist us in identifying the goals for the library. Work with the BoG and consultants to shape the plan for the next 5 years of service.	1-6
ST2	Develop a WFPL Board of Governance (BOG) training manual.	Collect all information needed for new and existing BOG members to successfully execute their duties into a single document.	4
ST3	Conduct eight unique focus groups with five to eight members per group.	Identify and establish eight focus groups to help improve library services in Escambia County. At least one event will be held by each focus group to address the needs and concerns of the group topics.	3,5
ST4	Explore library service options for Escambia County, FL.	Request all focus groups to make specific recommendations for improved services in underserved areas.	4
ST5	Develop a proactive technology plan.	Review and update our existing technology plans to ensure they include replacement cycles that keep our resources relevant to the needs of our community and staff.	1,4

OG1	Establish Library Express services at community centers or other locations.	Improve bookmobile service. Host biweekly events at some of our community centers to foster excitement for learning. Install smart lockers or vending options at several sites.	1,2,3
OG2	Increase number of active library cardholders in Escambia County.	Outreach events and library card registration drives in partnership with area community centers and community events. Maintain Student Card initiative with expansion to private schools.	2,4,5
OG3	Strengthen existing partnerships with area organizations and create new ones.	Participate in community events and utilize speaking opportunities to increase our market penetration.	1-6
OG4	Promote increased professionalism, library communication, and training opportunities.	Conduct manager and staff meetings and trainings, conduct professional training, and continually improve information flow with all library staff and volunteers.	4,5
OG5	Encourage living connections between past and present.	Provide instruction in the use of genealogical resources and provide workshops at all library locations at least once per year.	6

Approved and adopted by the West Florida Public Library Board of Governance on November 13, 2017.