



GRRL 2021 Regional Sustainability Plan

Service Priorities, Organizational Priorities, & Goals

SERVICE PRIORITY: ACCESS

All users will have access to reliable information sources in welcoming virtual or physical spaces that support community connection and engagement.

Goal 1: Residents will have clean and comfortable facilities that promote community connection and enhance physical library services access.

Objective 1: Access inside the library

- Local staff will develop displays and adjust spaces to enhance access to the collection and improve the wayfinding and usability of library facilities.
- Collection Development will work on a weeding pilot to create a more browsable collection.

Objective 2: Serve those who are homebound

- A selection of local libraries will develop partnerships with community institutions and organizations that serve those unable to come to the library in person.
- If local efforts demonstrate a sustained interest in homebound outreach, the regional library system will develop a plan to launch regional Mail-A-Book services.

Objective 3: Support for at-home learners

- A selection of local libraries will provide additional support and outreach for distance and home learners, with emphasis on providing in-library spaces and/or education on library resources.

ORGANIZATIONAL PRIORITY: EXCEPTIONAL SERVICE

We will be an empowered, engaged, well-trained staff ready to provide exceptional service.

Goal 1: Library users will encounter well-trained, engaged, and empowered team members at all libraries to meet their current and future information needs.

Objective 1: Provide training to support access and awareness

- Every library will have a public service staff member trained on each of the following topics: merchandising, wayfinding, electronic resources, reader's advisory, content marketing, program assessment and evaluation, supervisor training (coaching and mentoring).



- A selection of local libraries will standardized the process for new patrons to provide a more seamless experience.

Goal 2: The library provides consistent day-to-day operations and smooth transitions during times of staff absences and vacancies.

Objective 1: Develop training and transition plan for the staff at all levels of the organization

- Department heads will create clear procedures and implement cross-training for unique tasks.
- Department heads will have a strategy to reallocate tasks to deal with potential openings and temporary gaps in coverage.

Objective 2: Develop a strategy for continuity of operations

- Department heads will identify what is in place if a key employee in a location is absent, unable to go to the library building, or leaves their position.

ORGANIZATIONAL PRIORITY: COMMUNITY FOCUS

We will enhance our service to current and future patrons by embracing the diversity of our communities.

Goal 1: Residents will have a broader awareness of the library services available to them as potential users.

Objective 1: Bring awareness of library services

- Patron services staff will learn more about and implement merchandising strategies to highlight collections.
- Content Workgroup will provide library staff with social media and marketing strategies that align with content marketing.
- Communications and Information Technology departments will redesign the library's website and update its infrastructure, including restructuring the database page for better accessibility.

Objective 2: Continue efforts to address diversity, equity & inclusion in the library

- DEI Committee members will analyze information from the Diversity, Equity & Inclusion Toolkit survey and work with the GRRL Board and staff to develop next action steps.
- The DEI work group will complete action steps identified by staff in January 2020 to advance diversity, equity, and inclusion efforts within the workplace and through our services.



ORGANIZATIONAL PRIORITY: OPERATIONAL EXCELLENCE

We will utilize resources effectively in order to be adaptable to future needs.

Goal 1: Library users will experience effective and efficient library service and up-to-date library technology each time they use GRRL through a well-maintained infrastructure focused on continuous improvement and process simplification.

Objective 1: Network penetration testing

- Information Technology will contract services to test network vulnerabilities.

Objective 2: Improve wireless connectivity

- Information Technology will update wireless equipment to improve service.
- Information Technology will improve wireless accessibility.

Goal 2: Ensure stable and sustainable funding for regional library services for residents now and into the future.

Objective 1: Develop a new fundraising plan that supports new and existing library services

- Communications and Development will evaluate the previous fundraising plan developed by Library Strategies.
- Work with the GRRL Fund Development Committee to create a fundraising plan for 2021-2026.