



Parkersburg and Wood County Public Library

3100 Emerson Ave., Parkersburg, WV 26104-2414

Phone (304) 420-4587 Fax (304) 420-4589

Http://parkersburg.lib.wv.us

Strategic Plan for 2015 - 2019

Introduction

“Libraries store the energy that fuels the imagination. They open up windows to the world and inspire us to explore and achieve, and contribute to improving our quality of life.” --Sidney Sheldon

What is it about a public library that makes this possible? It is no longer only the continuation of our traditional role of lending the public ideas and recreation disguised as books. Recent articles describe libraries providing 3-D printers for patron use, offering butchering lessons, and even realizing the oxymoron of a book-free library via conversion to all digital content. The avenue before us has broadened, and with it our possibilities.

With this vista in mind, and also the acknowledgement of our unique role in the local community as an open-to-all bridge between geographic and socio-economic limitations and access to global ideas and opportunities, we have raised the questions of what it means to be the Parkersburg and Wood County Public Library and how we can best plan for service delivery over the next five years. The result is the following Strategic Plan.

Mission Statement

Connecting Community. Broadening Horizons.

Current Topics

1. **Goal: We, the Library, will** provide a current collection with sufficient copies of titles in high demand and appropriate format to ensure demand is met quickly.
 - a. Review collection by subject and format to meet needs of community.
 - b. Maintain the collection with constant weeding based on age and demand.
 - c. Supply requested materials ASAP.
2. Goal: We will organize and maintain the collection to make items easy to find.
 - a. Organize collection to facilitate easy browsing.
 - b. Help community with new technology formats (eBooks, eAudiobooks, streaming music and video).
3. Goal: We will market materials heavily and effectively.
 - a. Raise community awareness and stimulate demand of library resources.
 - b. Promote collection to patrons in the library.
 - c. Evaluate and modify marketing practices.



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Commons

4. Goal: We will offer physical and virtual spaces that are welcoming, comfortable and safe for studying, relaxing and pursuing common interests.
 - a. Create and maintain a clean and safe physical space.
 - b. Create a comfortable environment.
 - c. Online resources will be monitored and maintained regularly by staff.
 - d. Staff will provide prompt, knowledgeable and courteous service.

5. Goal: We will enrich our community through outreach and programming opportunities.
 - a. Initiate and respond to community partnership opportunities.
 - b. Assure easy and convenient scheduling of meeting rooms.

Community Referral

6. Goal: We will connect and empower the public with employment and social resources.
 - a. Discover existing resources.
 - b. Determine our best role in helping local organizations in meeting the needs of the community.
 - c. Formulate appropriate library service responses.
 - d. Train and prepare staff to implement determined services.

Reading, Literacy, and Formal Learning

7. Goal: We will be an agent of literacy and education.
 - a. Provide facilities to support the LVA (Literacy Volunteers of America).
 - b. Present storytimes and programs that will spark joy of reading.
 - c. Provide targeted support for formal and informal learning.
 - d. Use Bookmobile and other resources to reach those unable to visit a library site.
 - e. Promote literature appreciation and the literary arts.



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Local History and Genealogy

8. Goal: We will curate a local history collection and facilitate genealogical research.
 - a. Build and maintain a collection that supports local research.
 - b. Train additional staff on basic genealogy and local history research.
 - c. Continue digitization of collection.

Implementation

The Strategic plan is designed to become effective beginning in 2015. The Library Board, Director and team leaders will devote a large portion of the beginning of 2015 to developing a calendar for implementing the plan, including revision and prioritization based upon budgetary considerations. The implementation calendar will specifically assign responsibility for particular activities to individual staff members or work teams, and will include systematic evaluation of ongoing activities.

While the *Goals* and *Objectives* have been approved by the Board of Trustees, *Activities* fall within the administrative purview of day-to-day operations of the library and are subject to revision, addition, or deletion as warranted.