

Gwinnett County Public Library

Strategic Plan

2015-2018

(May 26, 2015)

THE PLANNING PROCESS

The Gwinnett County Public Library (“GCPL”) engaged in a Rapid Results Planning™ process to create a strategic plan that would direct the Library for the next three years. The process was facilitated by Library Strategies, a national consulting group.

Rapid Results Planning is a stakeholder-driven process that engages individuals who represent the composition of the community including ethnic populations, seniors, teens, schools, businesses, nonprofits, faith-based communities and other groups

A Strategic Planning Committee comprised of community representatives including Carole Boyce, Wendy Cornelisen, Dick Goodman, Phil Hoskins, Stephanie Sokenis and the Library’s Director, Charles Pace, advised the planning process.

Fifty-seven community members participated in a day-long planning retreat. The purpose of the retreat was to identify the community’s most pressing needs and establish goals that articulated how the GCPL could address these needs.

Library Strategies consultants summarized the input from the planning retreat and drafted GCPL’s strategic plan for review and revision by the Strategic Planning Committee.

MISSION

Gwinnett County Public Library: Supporting your informational, educational, and recreational interests with convenient, creative, customer-friendly access to materials and services.

VISION

Gwinnett County Public Library provides resources and services that enrich and inspire our community.

GOALS

The Library will dedicate resources to addressing goals in three focus areas:

- Awareness
- Outreach & Engagement
- Community Needs

GOAL 1: AWARENESS

Raise community awareness of the Library and its services.

Strategies:

1. Determine who the GPCL is serving and who the Library is missing.
2. Create and implement a marketing plan that identifies target audiences, key messages and media outlets for increasing the GCPL's visibility.
 - *Develop the GCPL's brand as "the place to be" in Gwinnett County.*
 - *Partner with teen groups to design and execute media campaigns including use of videos, social media and development of a library "app".*
 - *Create a "library needs list" and offer expanded volunteer opportunities for seniors, teens, other groups to develop "library ownership" and engage volunteers in being library ambassadors.*
 - *Implement strategies for marketing the GCPL through its community partners.*
 - *Identify and track metrics for increasing visibility and measuring impact.*
3. Identify and allocate appropriate resources (including staffing) to meet the library's marketing and communications goals.

GOAL 2: OUTREACH & ENGAGEMENT

Develop new resources, services and strategies for meeting the diverse needs of Gwinnett County residents.

Strategies:

1. Identify and implement strategies for engaging all segments of Gwinnett County.
 - *Engage target populations (e.g., seniors, teens, low-income families, etc.) in identifying barriers and solutions to increase use of the library.*
 - *Create library "pocket parks" (kiosk's, mini-branches) in underserved areas of the county.*

- *Purchase and mobilize a tech-equipped bookmobile.*
 - *Identify and use public and private satellite sites, (e.g., senior centers, day care centers, community centers) to expand access to print collections.*
 - *Expand hours at select branches during high school and college examination weeks.*
2. Expand partnerships to meet the specific needs of target populations and leverage resources.
- *Create, or designate a “partnership specialist” to identify and increase partnership development.*
 - *Identify target populations and their needs (e.g., early literacy, low-income youth, individuals in transition) and create partnerships that will leverage resources and delivery of services (e.g., schools, WIC programs, senior programs, faith communities).*
 - *Develop inter-generational and inter-cultural partnerships to bring diverse voices into program, service and collection development.*
 - *Explore corporate partnerships or sponsorships of library programs and services.*
 - *Establish metrics for measuring the impact of community partnerships.*
 - *Create partnerships and engagement processes that bring diverse voices into collection and program development.*

GOAL 3: COMMUNITY NEEDS

Develop the library’s staff and resources to ensure that the library continues to provide relevant service to all residents of Gwinnett County.

Strategies:

1. Explore strategies to develop the library’s collections, programs and services to meet the needs of all segments of Gwinnett County (*age, disability, socioeconomic status, language, ethnicity, etc.*).
 - *Refine and develop collections and services based on demographic and census data.*
 - *Identify and implement services for targeted groups (e.g., seniors, visually impaired, etc.).*
 - *Expand classes for use of electronic resources.*
2. Explore staffing strategies to more effectively serve all segments of Gwinnett County’s population.
 - *Regularly review needs for bilingual staff in all locations.*
 - *Regularly review needs for ethnically diverse staff in all locations.*