

STRATEGIC PLAN 2015-2018



GOALS and STRATEGIES

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.

GOAL 1: COMMUNITY NEEDS

Increase community awareness of the library and its services.

STRATEGIES:

1. Determine who the GPCL is serving and who the Library is missing.
 - Utilize capabilities of Analytics on Demand.
 - Utilize GIS Analysis to identify unserved geographical areas and service needs.
 - Develop and implement periodic community survey.
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.
 - Develop and implement an 18-month marketing plan.
 - Develop and implement an annual marketing plan (following the first plan).
 - Explore feasibility of adding one or more marketing positions.

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.

Library Board of Trustees

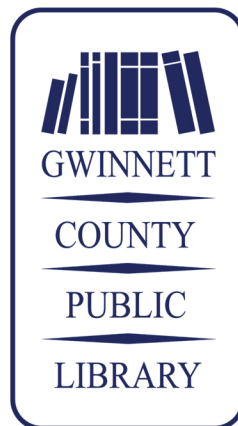
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