McKinney Public Library System Goals & Activities 2015-2016
D R A F T

City of McKinney

Library

Library Mission:

To enrich the lives of people in the community by providing open access to a wide variety of materials, services and information in a responsive and friendly environment that promotes lifelong learning

Guiding Principles

- Inspire and Promote Lifelong Learning, Literacy and Joy of Reading

- Provide Service Excellence

- Develop Our Team

- Ensure Stewardship

Library Goals

- Create a welcoming and comfortable life-long learning environment for library users

- Develop collections that meet McKinney's evolving needs and expectations

- Be innovative leaders in providing access to digital materials

- Collaborate with staff, departments and organizations for enhanced library services

- Evaluate processes, procedures and workflow to gain operational effectiveness

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Library Goals (continued)

- Develop a capable and proud team who enthusiastically provide excellent services, programs and resources to our community

- Involve staff at all levels of the organization in decision making, creative problem solving, innovation and taking risks

- Instill Funding & Budget Stewardship

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LIBRARY GOALS AND ACTIONS:

Roy and Helen Hall
Memorial Library

John and Judy Gay Library

Create a welcoming and comfortable life-long learning environment for library customers:

- Continue to be community support centers for students, job seekers, local and family history enthusiasts, and businesses

- Strengthen the Library's role in helping readers choose their first or next book to read

- Promote and celebrate reading with fun events and programs

- Ensure that popular and learning materials are widely available in multiple formats

- Update the Library 2005-2015 Long Range Strategic Plan

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Develop collections that meet McKinney's evolving needs and expectations

- Ensure access to catalog, social media and website promote collections, databases, and emerging digital resources

- Provide a collection for children, teens and adults that meets their educational and entertainment needs

- Provide opportunities for the community to have a voice in the services and direction of the library

- Adapt collections, services and space to support changing community needs

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Be innovative leaders in providing access to digital materials

- Implement best practice improvements for user-friendly website and catalog

- Expand access and increase digital resources and e-book collection

- Evaluate adult computer classes in English and Spanish

- Provide, maintain and support state-of-the-art technology, computers, software, connectivity and infrastructure

- Adapt facilities to provide technology infrastructure to enable use of personal electronic devices

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Collaborate with staff, departments and organizations for enhanced library services

- Partner with Collin County Adult Literacy Council and others to provide English As a Second Language (ESL) classes
- Partner with community agencies to provide GED classes
- Partner with Friends of the Library to conduct Read Across McKinney and to be key ambassadors to promote libraries in our community
- Explore options for grant funding or other partnerships to support collection development and library programs
- Evaluate current programs for youth and adults; Collaborate and coordinate programming and marketing opportunities with other city departments
- Explore new methods to leverage volunteer opportunities and engagement

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Evaluate Processes, Procedures and Workflow to gain operational effectiveness

- Review staffing models and scheduling at both libraries; Adjust to meet operational and customer needs and strive for equitable and balanced schedules for library team members
- Identify and implement additional opportunities for customer self-service
- Increase Self-Check utilization from 34% to 40%
- Pilot new methods to obtain, organize, deliver and showcase/merchandise collections using best practices, staff, and customer feedback
- Integrate collections, services, and programs through collaboration and teamwork across work-groups
- Evaluate tools to collect, analyze and share customer statistics, customer feedback, demographic and market research, benchmarking and best practices to support decision-making

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Develop a capable and proud team who enthusiastically provide excellent services, programs and resources to the community

- Expand annual Library All-Staff training to two days annually
- Provide training for staff (at all levels) to use and develop library specialized skills that enable them to become more tech-savvy and "information stars" for those they serve
- Staff embraces and models the City's Values (forthcoming)
- Staff understands and supports the library mission statement, guiding principles, goals and actions
- Continue to cross-train staff to work all public service desks and encourage voluntary rotation assignments between libraries
- Provide opportunities for staff to participate in city wellness activities
- Provide opportunities to increase staff awareness of broad-based city goals, initiatives and challenges
- Full participation in city's recognition program; develop and integrate library related recognition
- Communicate and Celebrate progress, risk-taking and success

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Involve staff at all levels of the organization in decision-making, creative problem solving, innovation and risk-taking

- Provide regular opportunities for staff involvement in solution teams and work groups that address specific issues
- Provide staff opportunities (at all levels) for leadership development
- Provide training for all staff in how to effectively participate in decision making and utilize creative problem solving techniques
- Establish open and effective communication channels for ongoing staff input
- Be willing to implement pilot programs and manage change with flexibility

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Instill Funding and Budget Stewardship

- Provide training and information to staff on budget and funding topics to build awareness and strengthen stewardship

- Engage library budget team in development of annual budget and related processes

- Identify options and seek funding to adapt customer spaces and resources at both libraries

- Explore methods to leverage gifts, donations, grants and other funding sources