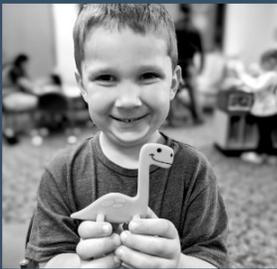
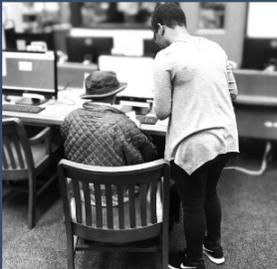




Southern Pines Public Library

Strategic Plan 2020/2025





In a world that is continually changing our library strives to be a stable institution that provides the residents of our community with tools for success, learning, discovery, and play.

This strategic plan is intended to be used as a dynamic tool to focus the efforts of library staff when making key decisions while remaining responsive and relevant to community needs.



**Southern Pines
Public Library**

VISION, MISSION, VALUES

VISION- HOW WE SEE THE FUTURE



The Southern Pines Public Library empowers all citizens of the community to foster connections and find avenues for discovery.

Start here, go anywhere.

MISSION- OUR PURPOSE



We, the Southern Pines Public Library, are dedicated to opening avenues of discovery. Working with and for our community, we add value to the lives of all generations through dynamic programming, services, and resources found within the Library's physical and digital spaces.

VALUES- WHAT WE BELIEVE



We are committed to:

- Communicating clearly
- Inspiring all
- Welcoming the community with compassion
- Encouraging discovery, delight, and play



STRATEGIC AREAS OF FOCUS

1

FOSTER OPEN AND TRANSPARENT COMMUNICATION

As identified in the Library's Values statement, communication is a key component to the success of the Library. External communication ensures that residents and cardholders receive the message of how the Library can enhance their lives, while internal communication improves staff functionality and enhances the patron experience. Effective communication is the backbone of the Library's success during the next 5 years.

2

ADVANCE TECHNOLOGY LITERACY AND ACCESS

Southern Pines Public Library is committed to the quality of life, growth, and economic prosperity of our community. The Library strives to enhance residents' lives by providing access to spaces, resources, and training in digital literacy, entrepreneurship, workforce development, and adult education to empower our citizens to change their lives and improve their community.

3

SUPPORT LITERACY AND EDUCATION

Spanning early literacy programming, collaborating with schools to support learning outside of traditional educational boundaries, establishing partnerships for programs that add value to resident's lives, and encouraging an expansive love of reading and knowledge, Southern Pines Public Library seeks to support learning at every stage of life.

4

DEVELOP VERSATILE, USER- FRIENDLY, AND WELCOMING SPACES

The Library is more than books. Libraries function as one of the last community spaces that are open to anyone. They provide a trusted, welcoming space where people can access information, find support or try something new; the Library is where societal inequalities can begin to be addressed.



STRATEGIC PRIORITIES FOSTER OPEN AND TRANSPARENT COMMUNICATION

Strategy

- 1 Develop and implement a plan for cohesive marketing of Library services, programs, and resources.

The marketing plan for the Library will improve the lives of Southern Pines residents by assessing what their needs are, working to create products and services to fill those needs, and effectively spreading the word back to residents that these products and services exist.

- Seek public input on impressions of the library and how residents and users receive information. In 2021, the Library will survey library users and Town residents to gather info on marketing trends. Using this data, SPPL will launch a campaign to heighten public Library awareness.
- Assess social media platforms and add additional outlets as needed. Enhance communication with patrons and residents by determining and addressing barriers of usage. Focus on groups that are not easily reached through current social media or digital platforms.
- Create consistent, easily readable and recognizable images and messages to relay information and events to the public. Staff will create a style guide for visual branding, including both print and digital promotions.
- Increase public support for the Friends of the Library and work with SPPL Friends on rebranding to incentivize membership. Goals for the rebranding include enabling members to join and pay online, determining membership incentives, and working with the Friends group on special events.

STRATEGIC PRIORITIES

COMMUNICATION CONT...

Strategy

2 Assess and revise Library policies, procedures, and staff training to enhance the patron experience.

Communication between Library staff must be a priority to ensure the best patron experience in the Library. This includes clarity in policies and procedures and establishment of a feedback loop to continually assess their success and relevancy. Staff training when onboarding new employees and continuing education will be a part of this process.

- By August 2021, review data stored on shared staff drives and remove outdated procedures and documents that confuse staff or prohibit the finding of information quickly and efficiently.
- Conduct a review of internal procedures and policies to check for clarity, consistency, and relevancy. Policies and procedures should be geared toward enhancing resident and patron experiences in the Library, and ensuring the safety of everyone when using the facility in accordance with TOSP Ordinances and policies.
- Create an onboarding program for new hires to decrease initial confusion after hiring time and increase understanding of customer service practices.
- Review staff job descriptions and duties, and align staff energy and focus to new strategic goals. Include the setting of continuing education and training goals into staff reviews each year.



STRATEGIC PRIORITIES

Advance Technology Literacy and Access

Strategy

1 Provide the community with tutoring sessions and other enrichment training and courses for digital literacy and workplace skills.

Many residents need help navigating the ever-changing technological world in order to complete tasks such as job applications, classes, taxes, medical assessments, and more. The Library provides a space where residents can gain help with learning technology through classes, one-to-one instruction, and demonstration videos.

- Design and initiate a technology assessment with residents and community partners to identify basic computer skills and technology training needs.
- Plan and launch online computer and technology tutorials focused on the needs identified by the technology assessment.
- Continue to provide one-on-one tutorial instruction for patrons who need help with eBooks, digital resources, and other basic computer skills. Identify the particular subject areas where tutorials are needed and come up with standards for the sessions.
- Design and implement small group technology training classes focused on areas of interest or basic digital skills needs identified by the community.

STRATEGIC PRIORITIES

TECHNOLOGY CONT...

Strategy

2 Provide community access to useful digital resources.

Access to high-quality reliable information and technological resources is difficult and expensive. The Library seeks to improve patron access to electronic resources that adds value to their lives and increase usage of databases by providing online tutorials and small class instruction.

- Design and launch an electronic resource assessment with residents and community partners to identify desired learning and recreation opportunities.
- Create instructional content to teach patrons to use electronic and digital resources provided by the library.
- Establish a promotion schedule and implement a marketing campaign to increase overall electronic resource usage by thirty percent.





STRATEGIC PRIORITIES

Support Literacy and Education

Strategy

1 Identify and cultivate mutually beneficial partnerships within the community.

Through balanced partnerships between the Library and government, local business, and non-profit agencies, the Southern Pines Library will bring more resources to residents through library programs and services.

- Become an integral community partner and resource where local businesses and non-profits can find equal collaboration. Proposed collaborations will be assessed for mutual benefit to each organization, have agreed upon goals, objectives, and deliverables, and will reflect the mission of the Library.
- Seek relevant locations to deliver library services to distinct user groups. Design and implement these off-site library services in direct consultation with community members.
- Identify constructive school partnerships to create a network of support for Southern Pines students, parents, and caregivers through in-school and out-of-school learning opportunities, resources, and services.

Strategy

2 Offer self-directed learning opportunities for all ages.

Residents of all ages will find learning opportunities at the library and at home through library programs, resources, and services.

- Life-long readers read for pleasure as well as learning. The Library will continue to collect resources to enhance a love of reading. Collection assessments including patron surveys and direct conversations will inform updates and changes to the collection within the next five years for both pleasure reading and learning opportunities.
- Provide hands-on learning opportunities where new skills can be learned and introduced by holding early childhood and school age explorations, adult learning classes, and teen programs.

Strategy

3 Expand and strengthen support for early literacy.

Library programs focus on all stages of early child development, from babies to toddlers and on to preschool. These programs seek to inform and empower parents and caregivers of young children with the concepts and tools needed to guide children into becoming expansive learners.

- Foster early literacy skills and school readiness through interactive programming for parents and caregivers in multiple formats and venues.
- The Library will continue to collaborate with early childhood focused agencies and participate in local literacy advocacy groups in order to advance the culture of literacy in Southern Pines as well as to receive and disseminate information on current initiatives to patrons.



STRATEGIC PRIORITIES

Develop Versatile, User-Friendly, and Welcoming Spaces

Strategy

- 1** Revise space allocation to meet a variety of needs.
The current Library space is beautiful and well-designed, but the layout and space usage needs to be assessed and updated from its construction 25 years ago.

- Complete patron and staff surveys to assess space requirements. Reevaluate what is essential and what is outdated; determine what needs to be added to best serve the needs of the community.
- Create a 3 year plan to redesign interior and exterior space, divided into areas that require no financial support(ex. removing, moving items) and those which require additional financial resources. One area of this plan should focus specifically on reviewing existing adult reading and reference spaces to determine how best to reallocate spaces for collaboration, study, and discovery.

Strategy

- 2** Develop a plan to keep the library safe, clean, and inviting.

Clean and welcoming spaces help the patrons utilizing the library know that they are in a place where they can safely find the resources they need to navigate the current world.

- To keep the Library up to date and relevant in its spaces, Library staff will conduct a yearly assessment to review the spaces for usefulness, usability, and desirability.
- Quarterly, Library staff will assess the cleanliness and review signage and displays to make sure all spaces are clean and relevant.
- Create useful outdoor areas that extend library services and spaces. Focus will be designed to enhance and support learning, collaboration, and programming.

Strategy

3 Make building accessibility a priority.

Some Library users, including those with small children or with a physical disability, have trouble navigating library spaces. Accessibility guidelines have changed over the 25 years since the building was constructed, and attention needs to be given to these details in order to make the Library's space usable by all.

- Professionally assess and refit Library access points and building to accommodate ADA requirements so that patrons and staff have equal access to Library spaces.



OUTCOMES



*Knowledge.
More informed
citizens.*

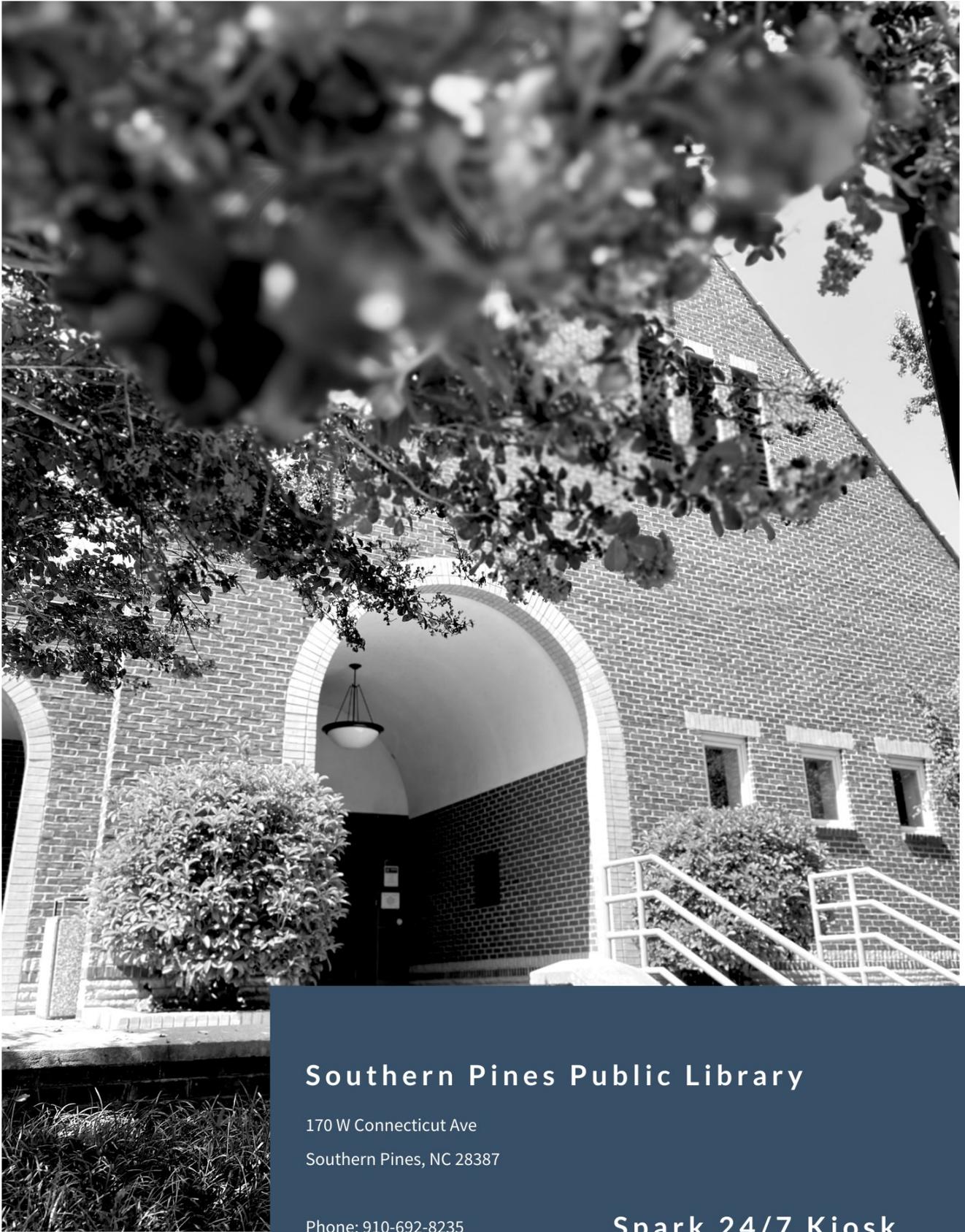


*Confidence.
Lives are changed.*



*Success.
A Town where
individuals reach
their potential.*





Southern Pines Public Library

170 W Connecticut Ave
Southern Pines, NC 28387

Phone: 910-692-8235
Fax: 910-695-1037
email: lib@sppl.net
www.sppl.net

Spark 24/7 Kiosk

7850 NC 22 Hwy
Carthage, NC 28327