

Orange County Public Library - 2013-2016 Strategic Plan Timeline



	2013		2014		2015				2016			
	Jul - Sept	Oct - Dec	Jan - Mar	Apr - June	Jul - Sept	Oct - Dec	Jan - Mar	Apr - June	Jul - Sept	Oct - Dec	Jan - Mar	Apr - June
1)Library Collections & Materials												
1. Select best materials for our community												
1.1.1 Survey community to determine customer needs		Library Staff										
1.1.2 Increase use of OCPL circulation data to select materials					Library Staff							
1.1.3 Invest in technology to gather nationwide circulation data to help select materials							Library Staff					
2. Make materials easy to find												
1.2.1 Improve way-finding in library buildings		Library Staff										
1.2.2 Establish customer workgroup					Library Director							
1.2.3 Provide additional way-finding and organizational recommendations						Customer Group						
3. Ensure people know what we have												
1.3.1 Develop program for staff recommendations				Marketing Committee								
1.3.2 Establish materials promotional plan			Marketing Committee									
1.3.3 Add reading recommendations to customer catalog searches									Library Staff			
2)Community Connections												
1. Provide opportunities for community to support library												
2.1.1 Implement volunteer program		Volunteer Coordinator										
2.1.2 Recruit an intern for research and support					Library Director							
2.1.3 Support Friends of the Library new member recruitment program				Library Director								
2.1.4 Assist Friends in identifying a signature fundraising event									Library Admin			
2.1.5 Complete a county-wide needs assesment										Library Admin		

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2. Extend library services												
2.2.1 Invest in resources and staff to reach Spanish-speaking population											Library Director	
2.2.2 Work with County on rural services (e.g., Northern Human Services project)											Library Staff	
2.2.3 Work with County human services directors to extend library services		Library Director - ongoing										
3. Raise community awareness of library services												
2.3.1 Develop comprehensive library communications plan										Marketing Committee		
2.3.2 Create a library visual identity/brand							Marketing Committee					
2.3.3 Expand print and broadcast media promotions						Marketing Committee						
4. Collaborate with local organizations												
2.4.1 Provide a library presence at 8 local school events				Library Staff								
2.4.2 Develop semi-annual networking event for homeschooling families				Library Staff								
2.4.3 Expand contacts with community and private sector partners							Library Director - ongoing					
2.4.4 Explore possible reciprocity for residents with neighboring county library systems								Library Director - ongoing				
2.4.5 Support existing cooperative library services between CHPL and OCPL		Library Director - ongoing										
2.4.6 Support long-term goal of interoperability/one card		Library Director - ongoing										

3)Service and Community Space

1. Deliver high quality and personalized customer service												
3.1.1 Implement Find A Way to Yes service practice		Library Staff										
3.1.2 Research and adopt a customer service training method					Library Director							
3.1.3 Improve convenience of information services				Library Staff								
3.1.4 Implement annual professional development plan							Leadership Team					

