

City of National City

National City Public Library - Strategic Plan

Mission Statement

Recognizing the cultural, linguistic and economic diversity of our community, the National City Public Library serves the informational, educational, social and recreational needs of all the residents of the community. We support lifelong learning, personal enrichment and empowerment by providing access to a variety of materials and current technology, a courteous and expert staff, and a friendly environment that contributes to the quality of life in National City.

Vision and Values

We value courteous, fair, inclusive and empathic customer service in a safe, secure and friendly environment. We are respectful of each other and our customers and act with integrity and honesty to create a positive and friendly environment that honors and celebrates the traditions of National City, our customers, and our staff. We are open-minded and curious as we work together and collaborate to create new and innovative approaches that foster a growth-oriented learning environment for both staff and the community. Individually and collectively we work hard and are responsible and dependable in creating an environment in which community members can gain access to resources as well as enjoy a safe space for solitude and/or engaging with community members.

Objectives

Objective 1: Evaluate Community Needs and Expectations

Assess and understand what the community needs, where and how they need to receive services, and how they will utilize the library to meet their needs

- Goal 1: Conduct a needs assessment that looks at the needs of the WHOLE community of the City of National City
- Goal 2: Institute ongoing customer service surveys/assessment (online and paper) to gauge customer satisfaction with services offered/received

Objective 2: Encourage Use of Library as a Community Gathering Place

Ensure the library is a space where community members come to safely participate in social gatherings, celebrate the cultural heritage of the City of National City, as well as utilize the resources available to them.

- Goal 1: Offer a variety of social programs that create a space for community members to enjoy themselves, network, build relationships, and celebrate the cultural heritage of the community
- Goal 2: Ensure the facility is well-maintained (suitable lighting for a library, regular cleaning and building maintenance/repair/upgrade)
- Goal 3: Increase safety and security measures for library users and staff (Security Guard, Surveillance Cameras)
- Goal 4: Improve library signage for way-finding
- Goal 5: Expand shelving space
- Goal 6: Expand library's outdoor spaces to allow for physical fitness and outdoor programming

- Goal 7: Create gallery space to exhibit/display children's and local artists' artwork and collaborate with ARTS (A Reason To Survive)
- Goal 8: Raise user awareness of library rules and regulations
- Goal 9: Cultivate a stakeholder attitude among users

Objective 3: Achieve Fiscal Sustainability

Increase the resources the library has access to in order to support the ongoing efforts to improve and enhance library services.

- Goal 1: Pursue additional grants that specifically support our strategic efforts to improve and enhance library services
- Goal 2: Consider opportunities for generating revenue
- Goal 3: Partner with non-profit organizations to gain funds through their fundraising efforts
- Goal 4: Improve staffing to better support the library ability to serve the community

Objective 4: Deliver High Quality Service to Users

Maintain current services and increase/enhance services and programming to better serve the community.

- Goal 1: Design and offer programs and services that meet the needs of the community, as ascertained via the needs assessment conducted under Objective 1
- Goal 2: Reinstate services that have been eliminated or paused due to staffing/resources (i.e. Local History Room) that are in alignment with the needs of the community as expressed through the needs assessment conducted under Objective 1
- Goal 3: Offer training and development opportunities for staff to increase their knowledge and capabilities to create and deliver programs and customer service and expand their knowledge of best library practices
- Goal 4: Maintain a current and up-to-date collection
- Goal 5: Expand computer and Internet access to all areas
- Goal 6: Expand efforts to enhance technology in terms of online access/support, mobile applications, Wi-Fi access, and computer/technology assistance to customers
- Goal 7: Update the Library's Technology Plan to avail of significant E-rate discounts provided by the Federal Communications Commission (FCC) to libraries that use telecommunications and information technology to improve library services

Objective 5: Strengthen Library's Visibility in the Community

Increase awareness of library offerings and opportunities and engage in mutually beneficial partnerships with community organizations

- Goal 1: Expand marketing efforts to increase awareness of events, programs, and services at the library
- Goal 2: Increase the number of collaborative partnerships with other agencies, libraries, or organizations to share resources or expand services
- Goal 3: Investigate use of technological tools such as mobile apps (email notification, text messaging, blog, social media) to stay more connected with users across all walks of life
- Goal 4: Increase community involvement and engagement in the delivery of library services (create a Volunteer Corps/Club)