

# STRATEGIC PLAN 2020-2023

## PREAMBLE

The Paul Sawyer Public Library is a significant educational institution, serving the learning and civic needs of the community. Our library, located in downtown Frankfort, is an important economic anchor for our community which helps to strengthen social bonds and community identity.

We believe our library is great public space, and we strive to make it a welcoming space for individuals and families—for reading, learning, quiet contemplation, communicating, creating, playing, and economic development.

We believe our library provides critical preschool experiences for our youngest patrons, and we work closely with the schools to keep our school-age patrons learning.

We believe we have a vital role in providing access and education to the citizens of this community concerning evolving technologies.

We also believe our public library is a hub of civic engagement, and we welcome new opportunities to serve as neutral conveners to foster civic health.

## VISION

An inspiration and anchor for a community of diverse readers, learners, doers, and thinkers.

## VALUES

Accessible  
Welcoming  
Respectful  
Encourages curiosity  
Innovative

## SERVICE POPULATION

(AS OF OCT 2020): **50,991**

## NUMBER OF ACTIVE CARD HOLDERS

(AS OF OCT 2020): **12,128**

## MISSION

The Paul Sawyer Public Library exists to provide opportunities for lifelong learning through free and open access to materials and resources that inform, educate, enrich, inspire, and entertain.

# Strategic Planning Process

The 2020-2023 Strategic Plan provided by the Board of the Paul Sawyer Public Library is a plan that provides a framework or roadmap for the library to meet the needs of our community and deliver high levels of service. Consultant Angie Taylor, Taylor Career Strategies, LLC, facilitated this effort. The following methods were used to create this strategic plan after a meeting with the library board members to discuss their vision for a strategic plan:

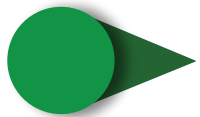
- 1 A meeting with the staff leadership team to garner their input concerning goals for the future.
- 2 A meeting with staff members to learn more about their perceptions of the library's success factors, services and products that make the library great, non-negotiable principles on which they stand, ways to practice and improve their leadership in the community and any growth barriers for their services in the community.
- 3 A patron survey, which was taken by over 300 patrons and delivered comprehensive data for our study.
- 4 A community meeting attended by 50 citizens who provided feedback about their interest, advocacy and involvement in the community and how they would like to see the library services and products evolve in the next three years.
- 5 An in-depth study of the data to write the strategic plan, which includes the vision, mission, values, strategic lens and goals for the next three years.
- 6 All programs and initiatives of the library shall be evaluated through the Strategic Lens which was developed as part of this effort. The strategic plan is a living document providing a roadmap for the next few years along with a commitment to continuous improvement toward excellence.

The plan will be reviewed twice a year.



## Guiding Themes:

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**Community Engagement**



**Service & Integrity**

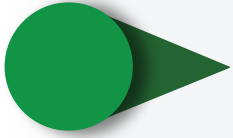


**Growth**



**Literacy & Life-Long Learning**

# Community Engagement



We engage the community in developing and promoting partnership opportunities.

## GOALS

PSPL will develop a Nonprofit Showcase, featuring local nonprofit organizations, to further public education about nonprofits and to provide direct opportunities for networking and partnership.

PSPL will encourage the sharing of ideas, interests, and knowledge, in a visual format.

## ACTIONS

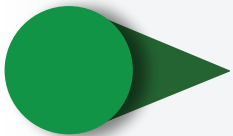
Reach up to 50 nonprofit organizations, foster 5 ongoing partnerships, either with PSPL or among other organizations.

Make the display cases in the front hallway available to community groups and individuals for displaying collections, exhibits of objects, photos, etc. on subjects of interest to the community at large.

## TIMELINE

January-February 2021

Ongoing



We support community discussions and exchanges of ideas and culture.

## GOAL

PSPL will seek additional opportunities for cultural exchange; expanding our relationship with all cultures and communities, and reaching out yearly to the Foreign language teachers in our local schools to collaborate on cultural programming.

## ACTIONS

Add at least one program from each of these communities to our program schedule for the year.

Increase community exposure to local artists by hosting art exhibits and displays, and concerts featuring local musicians.

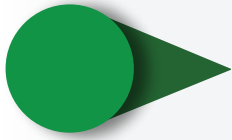
Seek opportunities for new civic engagement

## TIMELINE

Ongoing

Begin  
January 2021

October 2020



We maximize our impact by aligning our efforts with those of other community-focused groups.

**GOAL**

PSPL will continue to seek input from business partners, educators, seniors, teens, families, local government representatives, Friends of the Library, Kentucky State University, the general public and the library staff concerning ways to increase awareness of our library collections, programs and services.

**ACTIONS**

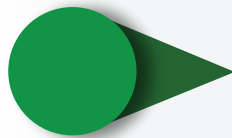
PSPL has staff members plugged into community organizations; we will maintain these relationships and explore additional groups to partner with as groups are created.

PSPL will co-host (with the Friends of the Library) Meet & Greet program with local leaders every year.

**TIMELINE**

Ongoing

Yearly



We develop methods and processes that effectively communicate the library programs and services available to our community.

**GOAL**

PSPL will continue to utilize effective methods of promotion and communication about the Library, its services and programs, including social media, printed and electronic newsletters, signs, banners, posters, local newspaper coverage, and paid advertising.

**ACTIONS**

Develop a comprehensive marketing plan to ensure a cohesive approach.

Explore feasibility of creating and mailing the PSPL newsletter to every household in Franklin County and developing a Welcome to Frankfort packet to reach current patrons, people who are new to the community, and people who may not be library patrons.

Revamp website to reflect the dynamic nature of the library.

**TIMELINE**

Develop 20-21 plan by October 2020

October 2020

May 2021

# Service & Integrity



We provide a comfortable and welcoming safe space serving as the learning hub of the community.

## ACTION

To reinforce the welcoming safe space, PSPL will re-evaluate the Patron Code of Conduct to ensure we are supporting all of our patrons.

## TIMELINE

Ongoing



We provide access to high quality services and collections. Collections are books, movies, magazines, electronic resources, ebooks, etc. Library staff are tasked with staying current on trends in the local and larger communities, in order to offer our patrons the most current resources.



We create stimulating displays that encourage patrons to explore materials.





We identify professional development opportunities and conduct staff and leadership development programs to help continuously develop new skills.

**ACTIONS**

**TIMELINE**

To ensure an inclusive, welcoming space, PSPL staff training efforts will focus on diversity, handling difficult situations, dealing effectively with those patrons who are homeless and who have mental health challenges.

Ongoing

To encourage staff and board members to seek out new opportunities for service and to develop new skills, PSPL will continue to send staff and board members to national and state library conferences, and will encourage staff to present programs at state, local and national conferences.

Ongoing

To help ensure the future stability of public libraries in the Commonwealth and to assist in developing a united front on their behalf, the director of PSPL will serve on the Kentucky Public Library Association's Advocacy Committee.

n/a

PSPL will offer KDLA certification for Board members.

Ongoing, at least every two years



# Growth



We continue to evaluate current space usage and consider future space

## ACTIONS

Explore options for service beyond the main library building; evaluate need for and explore possibilities for branch location(s) or additional outreach opportunities.

Evaluate current usage of the Quiet Reading Room, explore possibilities for re-purposing the space.

Review the purpose and usage of the Special Collections Room, possibly seeking partnerships or collaboration with the Capital City Museum, the Kentucky Historical Society, and the Kentucky History Center.

## TIMELINE

October 2021

December 2020

August 2021



We seek opportunities to offer more advanced technology training and resources.

## ACTION

Develop classes to address gaps in technological literacy, both in software and device usage.

## TIMELINE

October 2020



We study current and emerging library trends to stay abreast of our staffing needs and development..

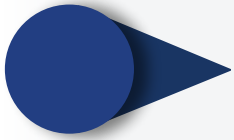
## ACTION

Continually review library staffing levels needed to provide optimal library service to our community.

## TIMELINE

Ongoing





We strive to increase our number of patrons through new outreach activities and marketing efforts.

**ACTIONS**

**TIMELINE**

Evaluate need for additional outreach staff.

May 2021

Utilize community engagement software to determine underserved areas of the county.

December 2020

Conduct a survey of the members of local service clubs to get ideas for bringing more people into the library.

March 2021



We continue to be a leader in modeling innovation and reimagining our library through the use of technology.

**ACTIONS**

**TIMELINE**

Assess community interest in a maker space; determine which activities, equipment, training, will be best for our community.

February 2021

Create and implement a maker space that reflects the interests and needs of our community

December 2021



We design innovative services that increase digital literacy and engage patrons in all levels of technology proficiency.

**ACTION**

**TIMELINE**

Explore opportunities for streamlining access to popular library services, library calendar, catalog, etc. through a mobile-optimized website, an app created for PSPL, or additional sources.

May 2021

# Literacy & Life-Long Learning



We foster the love of reading and encourage the development of creative and critical thinking skills among children, teens and adult readers.

## GOAL

PSPL offers book discussion groups for every age group in a diverse genre, and on timely topics of popular interest.

## ACTION

Maintain current groups, while seeking opportunities to expand our reach into the community; explore the interest in a Parent/Child book group.

## TIMELINE

Ongoing



We model and share developmentally appropriate practices, resources, and research.

## GOAL

PSPL is committed to fostering Early Childhood Literacy.

## ACTION

Train PSPL youth services staff on Supercharged Story Times, a program which teaches how to intentionally apply research-based practices to boost early literacy in young children

## TIMELINE

December 2020



We celebrate the community's diversity and provide a culture of inclusion where all feel welcomed.



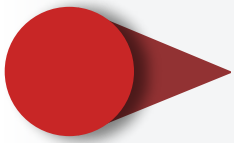
We provide unique opportunities to connect with authors, artists, and other professionals to create new cultural programs and services.

**ACTION**

In addition to the programs already offered at PSPL (Gathering of Authors, One Book, One Frankfort, 5th Grade Reads), PSPL will seek additional opportunities to lead and/or partner with community organizations to expand our cultural offerings to the community.

**TIMELINE**

Ongoing



We spark curiosity and nurture learning while helping people understand the world.



We provide a variety of workforce programs to show library resources and support the community including employers and job seekers.

**ACTIONS**

PSPL will work with the Kentucky Career Center to host job fairs.

PSPL will develop and present classes and offer services that will assist patrons seeking employment, such as resume building and assistance with the online job application process.

**TIMELINE**

Ongoing

January 2021

# Action & Timeline Chronological List

Make the lobby display cases available to community groups and individuals	Ongoing
Add at least one program from cultural communities to our schedule for the year	Ongoing
Plug staff members into community organizations	Ongoing
Focus staff training efforts on diversity, handling difficult situations, dealing effectively with those patrons who are homeless and who have mental health challenges.	Ongoing
Continue to send staff and board members to conferences and encourage staff to present	Ongoing
Offer KDLA certification for Board members	Ongoing
Re-evaluate the Patron Code of Conduct	Ongoing
Continually review library staffing levels needed to provide optimal library service	Ongoing
Maintain current book groups, while seeking opportunities to expand	Ongoing
Seek additional opportunities to lead and/or partner with community organizations	Ongoing
Work with the Kentucky Career Center to host job fairs	Ongoing
Co-host (with the Friends) Meet & Greet program with local leaders every year	Yearly
Seek opportunities for new civic engagement	October 2020
Explore feasibility of creating and mailing the PSPL newsletter	October 2020
Develop a comprehensive marketing plan	October 2020
Develop classes to address gaps in technological literacy	October 2020
Evaluate usage of the Quiet Reading Room, explore possibilities for re-purposing	Dec 2020
Utilize community engagement software to determine underserved areas of the county	Dec 2020
Train PSPL youth services staff on Supercharged Story Times	Dec 2020
Develop and offer classes and services that will assist patrons seeking employment	January 2021
Increase community exposure to local artists	January 2021
Reach up to 50 nonprofit organizations, foster 5 ongoing partnerships	Jan-Feb 2021
Assess community interest in a maker space	Feb 2021
Conduct a survey of the members of local service clubs	March 2021
Revamp website	May 2021
Evaluate need for additional outreach staff	May 2021
Explore opportunities streamlining access through mobile-optimized website or app	May 2021
Review purpose and usage of Special Collections Room, possibly seeking partnerships	August 2021
Explore options for service beyond the main library building	October 2021
Create and implement a maker space	Dec 2021
The director of PSPL will serve on the Kentucky Public Library Association's Advocacy Committee.	n/a



Paul Sawyer  
PUBLIC LIBRARY

319 Wapping Street  
Frankfort, KY 40601  
502-352-2665  
www.pspl.org