



EUCLID PUBLIC LIBRARY

# Strategic Plan

2017 – 2020

Adopted by the Board of Trustees

March 21, 2017



2018 Quarter 2 Update

# Cultivate Discovery & Learning

## PUBLIC

### ***Provide programs to support the educational and enrichment needs of all patrons***

- Additional history programs continue to replace previous offerings and support the educational and enrichment needs of all patrons, including the Genealogy Series, Ohio Fossils, Juneteenth, Rock and Roll Cleveland History, and Ethnic History of Cleveland.
- Outreach Department & Youth Services Department completed the LSTA Grant Report for the EPL STEAM Program and was approved by grantor. 87 attended library programs and 354 attended school programs. Future STEAM programming at the library will continue in 2018 and 2019.

### ***Provide programs to enhance early literacy skills and connect young readers to books, ongoing Outreach programming to daycares and preschools***

- YSD continues to promote Dolly Parton's Imagination Library for children from birth to five years of age, and the 50 Book Challenge for grades 3-6 to enhance literary and comprehension skills, while focusing on third grade reading metrics.
- Outreach continues to identify new reading rack locations and restock Little Free Libraries throughout the community focusing on early literacy. Five reading racks are placed in Euclid, including University Premier Pediatricians, Shore Center Laundry, Infamous Barber, AnyKutz, and Community Pediatrics of Euclid, and two Little Free Libraries.

### ***Provide programs and technology programs to help patrons utilize library resources and to support their own learning and growth***

- Adult Services Department (ASD) continued to offer personal computer classes, eBook+ programs, Opioid Crisis with County and City Councilwomen, and AARP Driving and Vision Check. Year to date program attendance has increased by 5.71% with the new offerings.

# Cultivate Discovery & Learning

## PUBLIC *(continued)*

### ***Pursue collaborations with our local schools, businesses, faith and civic-based organizations to address patrons' needs***

- EPL collaborated with the Euclid Chamber of Commerce for a Small Business Breakfast and Chamber Financial Workshops, in addition to hosting events and programs with local partners including: Conviction Expungement, Ohio Means Jobs, Job Skills Workshop, Euclid Development Corporation, Amazon Hiring Event, SCORE Business Start-up, and Market Plan for Small Businesses.
- Outreach Services Department continues to provide materials for inmates in the Euclid Jail. On average, approximately 100 items are checked out each month.



# Cultivate Discovery & Learning

## STAFF

### ***Create an employee incentive program for exemplary service***

- The second annual Employee Appreciation Week will be held the week of Staff Development Day in 2018. Similar themed days, with other food options, including pizza and “Rock” candied-themed sweets.

### ***Support and encourage internal staff promotions when possible***

- In the second quarter of the year, Euclid Library hired 2 staff members and promoted one internal candidate in the Circulation Department.

### ***Provide annual Staff Development Day to enhance skills and provide development opportunities***

- New committee chair selected for 2018 Staff Day and meetings continue for the annual event.
- Friends of the Library approved approximately \$500 to support the annual service awards for Euclid staff members. In addition, two staff members were granted book awards to support them as they pursue their college educations.



# Engage & Support the Community

## PUBLIC

### ***Create a programming and circulation committee to provide solutions to increase circulation and program attendance and connect our programs to the collection***

- ASD, YSD, Outreach, and Marketing & Communications Departments Programming Committee convened early June 2018 to discuss September - December program ideas.
- Multimedia and Communications Specialist hired in May 2018. In the first month alone, social media-video metrics increased more than **900%** and online digital materials continued to increase. Once the probationary period has concluded, the staff member will start heading the Programming Committee.
- Clevnet automatic renewals began in April 2018. Year-to-date circulation has increased by 4.47% with significant gains made in adult (21.30% increase) and juvenile circulation (22.56%) in June.

### ***Promote more online services such as registration for library cards, programs and email notification of reserves***

- Library continued to promote e-media at 2018 pop-up events, including summer reading kickoff, Stroll, and Windfest.



# Engage & Support the Community

## PUBLIC *(continued)*

### ***Provide personalized instruction***

- One-on-one computer sessions and e-book tutorials continued in Q2.

### ***Focus on strengthening successful programs, including computer information, and dedicate staff time to create a select number of new program offerings***

- Continued to increase number of weekly storytime offerings and extended our session from six to thirteen weeks during the late spring and summer. Summer Reading registration includes 468 children, 96 teens, and 191 adults.
- Created new programs including, Adult craft program, Numerology, Royal Tea, and Coastliners Chorus.

### ***Re-assess patron parking (add additional lighting and parking spaces)***

- Library handicap spaces were restriped in June, creating one additional public non-handicap space. The existing handicap signage was modified and sign heights adjusted as part of the restriping.
- Light fixtures were repaired in the garden area, which will prevent wires from being exposed or any additional safety issues while patrons are visiting the garden area.



# Engage & Support the Community

## STAFF

### ***Communicate regularly and effectively with staff***

- Strategic Planning Committee concluded its ten-minute, bi-weekly staff 'Mini Meetings,' trial, and surveyed staff to determine the 'Mini Meetings' effectiveness; it was determined the meetings would conclude for now, and the library would focus on other mediums including short staff videos hosted by Director Armstrong.

### ***Improve communication regarding internal library resources, services, and programs for staff***

- Marketing & Communications Department continued using the Constant Contact tool to communicate with staff and the public. Between the Lines, emailed bi-weekly, averages a 51% open rate. Additionally, the department used Constant Contact to promote the Summer Reading Kick-Off. The email campaign had a 43% open rate and an 18.9% click-rate, circling patrons back to the EPL website.

### ***Set clear expectations for staff (outlined in their performance evaluations)***

- Library staff are working with Paycor HR regarding creating a template to start the online performance evaluation process for staff. Creating Performance Evaluations for each position will require a large time commitment to complete. Implementation and rollout still to be determined.



# Fostering a Welcoming Environment

## ***Seek out new format types to meet patron needs***

- New OPLIN databases added to EPL's current offerings. Databases include genealogy, Lynda.com, small business resources, and Chilton.

## ***Utilize social media platforms to connect patrons to library programs and resources***

- The Marketing & Communications Department continued to promote library activities and programs using social media platforms to connect patrons to library programs and resources. New videos and content are created daily by the new Multimedia & Communications Specialist promoting online apps like OverDrive and hoopla, in addition to programs. YouTube and Facebook foot traffic has steadily increased.



# Technology Plan

## ***Participate in the pilot project with CPL's Digital Public Library to digitize and preserve 10 of Euclid's historical scrapbooks***

- Euclid Public Library announced the launch of its historical online digital scrapbook collection, highlighting more than sixty-five years of library and community history. Almost one dozen historical Euclid Public Library scrapbooks including newspaper clippings, photographs, brochures are now available online.

## ***Members of all ages shall have access to computing devices in the library to use for the purposes of personal, educational, career and economic achievement***

- Sprint Mobile WiFi service launched February 2018. Services continue to be assessed to determine effectiveness. Euclid had 323 check-outs to date.

## ***Update meeting room software to allow patrons to reserve meetings online***

- In the Q1 2018, CLEVNET announced they would provide the LibCal meeting room scheduling platform to all CLEVNET members in the future. Communico contract was mutually canceled. LibCal software will replace the Communico option and training will begin this fall.

**mobile hotspot!**

