



EUCLID PUBLIC LIBRARY

Strategic Plan

2017 – 2020

Adopted by the Board of Trustees

March 21, 2017



2018 Quarter 3 Update

Cultivate Discovery & Learning

PUBLIC

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

- Additional history programs continued to replace previous offerings and support the educational and enrichment needs of all patrons, including Genealogy and Teen Genealogy, Lost Cleveland, Euclid Avenue Millionaire's Row, Bluestone and Euclid Creek, Living History – Friends of the Library Annual Meeting with "Pretty Boy" Floyd and Foundation Sponsored WWII the Normandy Invasion.
- Outreach Department & Youth Services Department completed the LSTA Grant Report for the EPL STEAM Program. Future STEAM programming at the library will continue in 2019.

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

- YSD continued 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.
- YSD launched Friday Fun in Sparkle Spot with an early literacy focus fall 2018.
- In August, the Outreach and Marketing & Communication Departments worked with the City of Euclid to design a mural in the city's new art district downtown, promoting eMedia services (hoopla, OverDrive, Libby).
- Outreach Services Department added Outreach deposit collection and STEM-based monthly program for school-age children at Baby Blu Child Care Center September 2018.

Cultivate Discovery & Learning

PUBLIC *(continued)*

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 computer classes, eBooks+, Drop-In Device Clinic, new databases: Lynda, ProQuest African American, Chilton, Small Business Reference, Transparent Languages, Fold3; and programs Virtual Reality, Self-Defense for Women, and Cut the Cable.

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 Series in addition to hosting events and programs with local partners including: Ohio Means Jobs Ready to Work, Communication Skills with the Center for Inner Quality, Ace the Interview with Employment Specialist from Frontline, Database Small Business Reference Center.

Cultivate Discovery & Learning

STAFF

Create an employee incentive program for exemplary service

- Confirmed second annual Employee Appreciation Week the Week of Staff Development Day to incentivize exemplary service and commitment per recommendation by Labor Management Committee. The “Libraries Rock” themed-week will include breakfast, lunch, and dinner, free jeans week, activities, and the return on the employee appreciation comment bowls.

Provide training for staff members on successful levy campaigns

- Executive Secretary and Marketing & Communications Manager completed Levy Training in August 2018. Director Armstrong shared levy timeline with Board at the September 2018 Committee Meeting.

The Diversity Committee to offer trainings 3-4 times per year to ensure that staff understands the needs of our diverse community

- Diversity Center of Northeast Ohio to provide training at the October 12 Staff Day. Diversity Committee also met with Cuyahoga County Board of Disabilities to discuss training opportunities for staff in 2019.

Give more attention to building staff members into a team

- Two all-staff quarterly book discussions offered by the Director to give more attention to building staff members into a team.

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 September 2018 to discuss January – April 2019 program ideas.
- Marketing & Communications Department continued to utilize the *Euclid Observer* and has increased social media content with the newly hired Multimedia & Communications Specialist. Multimedia & Communications Specialist regularly posts videos to EPL Social Media Platforms.

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

- Library continued to promote eMedia at 2018 pop-up events, Back-to-School Kickoff Event and Euclid Art Festival in September.

Monitor new limited access policy

- Director met with the Mayor, Superintendent, Police Chief and High School Principal in September to discuss the rise of disruptive behavior outside the library after school and problematic behavior after the Adult Chaperone Required restriction.

Provide a quiet environment that makes patron time productive and enjoyable

- Updated Security Monitor position description September 2018. New position now titled Youth Monitor. Position posted September 2018.

Provide personalized instruction

- ASD continued to offer one-on-one computer sessions, eBook tutorials, Drop-In Device Clinic. With the pending launch of the new LibCal platform, ASD discussed scheduling one-on-one time through LibCal with individual staff.

Engage & Support the Community

STAFF

Partner with Wellforce to provide ongoing staff training and support

- Other trainings outside of Wellforce included QPR Suicide Prevent Training provided by the ADAMHS Board of Cuyahoga County, Fire Extinguisher, Sexual Harassment, Developing Emotional Intelligence, Understanding FMLA for Managers, Fire Alarm Panel training, and New Directors Workshop.

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

- ASD, YSD and Outreach participated in the following training in Q3: Creating Programs for Patrons in Their 20s & 30s, Libraries Mean Business, Early Literacy 101, USA Toy Lending Association Conference, and Ohio Ready to Read.

Communicate regularly and effectively with staff

- Strategic Planning Committee concluded its ten-minute, bi-weekly staff ‘Mini Meetings’ trial, and determined the meetings would conclude for now. In lieu of meeting, the library has focused internal communication via *Between the Lines* 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 54% internal open rate. Additionally, the department used Constant Contact to promote special public events like Breakfast with the Superintendent and Author Visit with Renee Watson. The email campaigns had a 43% and 50% open rate, respectively.

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

- YSD, Marketing & Communications and Outreach Departments promoted eMedia at late summer and fall pop-up events, back-to-school events, and school open houses.

Fostering a Welcoming Environment

Assess the new Passport Service

- All Circulation and Technology Department Passport Agent Training Completed 2018.

Assess the new meeScan Self-Check Service

- New meeScan units purchased and installed September 2018. Machines now allow for an easier checkout for library patrons.

Seek out new format types to meet patron needs

- New OPLIN databases added to EPL's current offerings. Databases include: Lynda, ProQuest African American, Chilton, and Small Business Reference.

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 was 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

Implement digitization services for preserving and presenting the history of the library and Euclid community

- Capturing oral histories discussed as a possibility.

Assess opportunities to update our existing digital collections

- Items added to other digital outlets, such as the Internet Archive.

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 hotspot service launched February 2018.
Services continued to be assessed to determine effectiveness.
Euclid has 522 checkouts to date.

Update meeting room software to allow patrons to reserve meetings online

- In Q3 2018, EPL prepared for the launch of the LibCal meeting room scheduling platform in fall 2018. This platform will allow patrons to reserve and cancel a meeting room online, register for programs, and check the calendar for room availability.
Official soft launch for patrons will be November 5, 2018.

