

Strategic Plan 2022-23 Insights

Goals

Main Insights

Overall, the three goals we identified resonated with our member libraries. The specific roles the District plays in achieving these goals were fairly consistent across responses for all of the goals. More variation occurred within the prioritization questions, which also led to some questions about the directions the goals should take.

I have identified the following areas of emphasis for each goal.

Goal 1: Provide Opportunities to Develop and Connect

Areas of Emphasis:

1. Provide in-person meetings and educational opportunities.
2. Provide virtual educational opportunities to complement in-person learning.
3. Provide one-on-one and small group instruction as requested.
4. Continue weekly newsletters to keep members informed of current events.
5. Communicate with boards, with Consultant attending member board meetings.

Goal 2: Support Foundational Structures and Skills to Improve the Quality of Library Services

Areas of Emphasis:

1. Training for member boards and directors on regulatory compliance (eg. standards, employment law, ADA, etc)
2. Support ILL
3. Gather data and support for feasibility studies
4. Distill education traditionally reserved for directors to other library staff.

Goal 3: Improve Diversity and Accessibility of our Collections and Services

Areas of Emphasis:

1. Provide OverDrive and other virtual resources, particularly those available without constant internet access.
2. Provide training and support for signage, displays, and marketing.
3. Complete website, building, and service audits.

Training/Continuing Education

CE Certificates:

CE Certificates are highly valued, with 50% ranking them as essential, 33% as important, and 17% neutral.

Training Length:

In general, respondents preferred shorter virtual and longer in person training. For virtual training, the preference was for 1 hr (50%), with the second most popular option being “what the content needs” (33%).

In-person training was led by “what the content needs” (50%), with 3 hrs getting 25% of the remaining responses.

Training Delivery Methods:

Though it is likely that we will continue to offer all of the following methods if the cost is not significant, there is a clear preference for in-person, live training.

In order of preference:

1. Formal in-person workshop
2. Live webinar
3. Informal in-person workshop
4. Discussion Group
5. Recorded webinar
6. Book/audiobook
7. Article

Training topics:

A list of topics culled from previous surveys were presented to determine priority, we did not ask for any other suggestions. Formal training is likely to happen for the top third, with other needs being addressed by other methods.

The most requested training topics were, in order:

1. Human Resources (9)
2. Teen programming (7)
3. Grant writing (7)
4. ADA/Accessibility (6)
5. Communication (5)
6. Fundraising (5)
7. Customer Service (5)
8. Advocacy (4)
9. Marketing (3)
10. Diversity, Equity, and Belonging (3)
11. Reader’s Advisory (1)

Resources

Resource Ranking:

1. OverDrive (unanimous)
2. LawDepot
3. Newspaper Archive
4. OverDrive Magazines
5. Gale Courses
6. Library Call
7. Gale eBooks

Other Resources to Investigate:

- HeritageQuest/Ancestry (2)
- Learning other languages (1)

Professional Collection Formats:

In order of preference:

1. Print Books
2. eBook or Audiobook in Libby
3. Video recordings

Not Preferred:

4. eBook in Gale eBooks
5. Physical audiobook