



DUNEDIN PUBLIC  
**LIBRARY**

**LIBRARY  
STRATEGIC  
PLAN  
2020-2023**

# INTRODUCTION

The Dunedin Public Library and the Library Advisory Committee began developing a patron survey in October 2019. This survey was available online and in print for the public during February and March 2020. The resulting comments were then shared with staff, the Library Advisory Committee and the Library Management Team for input and goal setting. Finally, the completed plan was submitted for approval to the Library Advisory Committee at their October 26, 2020 meeting. The purpose of the Strategic Plan is to guide the Library to excel and provide outstanding service to our patrons.

## ACKNOWLEDGMENTS

### LIBRARY ADVISORY COMMITTEE

- Sean Cavanagh
- Margaret Delargy, Vice-Chair
- Janice DiCandilo, Secretary
- Jennifer Haber
- Stephanie Joines
- Layle Kremske, Chair
- June Kovac
- Patricia Long
- Donna Moore
- Anne Shepherd

### DUNEDIN CITY COMMISSION

- Julie Ward Bujalski, Mayor
- Maureen Freaney, Commissioner
- Jeff Gow, Commissioner
- Deborah Kynes, Commissioner
- John Tornga, Commissioner

### LIBRARY MANAGEMENT TEAM

- Phyllis Gorshe, Library Director
- Kari Morrel, Senior Librarian
- Kathleen Smuz, Senior Librarian
- Olivia Wilson, Senior Librarian

### CITY MANAGEMENT

- Jennifer K. Bramley, City Manager
- Douglas Hutchens, Deputy City Manager

# MISSION STATEMENT

The mission of the Dunedin Public Library is to provide popular materials, reference services and educational support for all ages. The Library aims to provide quality public library service to the residents of Dunedin and the Pinellas Public Library Cooperative Area.

## ROLES

### **PRIMARY ROLE: POPULAR MATERIALS LIBRARY**

The Library features current, high-demand, high interest materials in a variety of formats, including on-line, computer access and other current technology for persons of all ages.

### **SECONDARY ROLE: GENERAL INFORMATION LITERACY**

The Library provides timely, accurate and useful information utilizing both print and electronic resources.

### **SECONDARY ROLE: LIFE-LONG LEARNING SUPPORT CENTER**

The Library assists students of all ages in meeting educational objectives, both formal and informal.

### **SECONDARY ROLE: COMMUNITY ACTIVITIES CENTER**

the Library supports community activities by providing library programs and meeting room space for community sponsored programs.

## VISION STATEMENT

Dunedin thrives because it has a world-class public library.

# LIBRARY STRATEGIC PLAN

## GOALS AND OBJECTIVES

### I. TO PROMOTE AND PROVIDE ACCESS TO LIBRARY SERVICES AND MATERIALS BOTH PHYSICALLY AND VIRTUALLY TO ALL AREA RESIDENTS.

**Objective 1:** To provide materials in a variety of formats to meet the diverse interests of the community.

*Activities:*

- A. Audit materials budget to ensure collection meets the needs of our patrons.
- B. Cultivate special collections with focus on Foreign Language, Literacy, Local Author and Scottish collections.
- C. Evaluate and introduce new trending digital products.

**Objective 2:** To investigate and evaluate emerging technologies on an ongoing basis, and implement those which are affordable and meet community interests.

*Activities:*

- A. Compile monthly statistics for cost analysis and evaluation of e-sources usage.
- B. Balance materials budget between print and electronic resources and adapt to new trends.
- C. Work with Cooperative Libraries to provide electronic resources.

**Objective 3:** To increase promotion and awareness of the Library through marketing efforts.

*Activities:*

- A. Increase visibility through traditional media, social media and webpage.
- B. Outreach to community organizations and public forums to promote the library.
- C. Focus on promotion, utilization and evaluation of Branch Library as noted in patron survey.

# LIBRARY STRATEGIC PLAN

## II. TO PROVIDE RESIDENTS WITH A FULL STAFF OF LIBRARY PERSONNEL DEDICATED TO SUPERIOR CUSTOMER SERVICE, INNOVATION AND CREATIVITY.

**Objective 1:** To hire and retain the highest caliber of staff.

*Activities:*

- A. In conjunction with the City of Dunedin EPIC Goal #6, foster a diverse and highly engaged workforce.
- B. Institute cross training for staff.
- C. Focus on succession planning and future staffing needs.
- D. Recruit diverse employees who demonstrate flexibility, technological proficiency and critical thinking.

**Objective 2:** To increase growth opportunities for staff.

*Activities:*

- A. Continue to provide opportunities for staff to participate in conferences, workshops online learning and visits to other library facilities.
- B. Expand in-house training for staff members.
- C. Utilize staff talents for creative solutions, programming and technology instruction.

**Objective 3:** To provide courteous, responsive, quality customer service to our community.

*Activities:*

- A. Continue monthly staff meetings and weekly management team meetings.
- B. Exemplify the City of Dunedin Customer Service Standard Pledge.
- C. Evaluate and respond to user feedback, surveys and suggestions.

# LIBRARY STRATEGIC PLAN

## III. TO PROVIDE PROGRAMS AND RESOURCES FOR ENRICHMENT, EDUCATION LIFE-LONG LEARNING, DIVERSITY AND EXPLORATION OF IDEAS.

**Objective 1:** Utilize patron input from survey to expand the tradition of providing exceptional programming for all ages.

*Activities:*

- A. Collaborate with community and cultural organizations to provide educational and entertaining programs.
- B. Host a diverse programming focused on enrichment and quality of life that is inclusive and accessible for all.
- C. To explore and utilize local interests and talents for library programs and displays.

**Objective 2:** To partner with outside agencies to meet the diverse needs of the community.

*Activities:*

- A. Collaborate with the Pinellas Public Library Cooperative libraries to enhance countywide services.
- B. Continue successful relationship with the Literacy Council of Upper Pinellas County.
- C. Seek out additional opportunities with social and government services providers such as SHINE, Empath Health, Juvenile Welfare Board, Supervisor of Elections and others.

## IV. TO PROVIDE CURRENT AND COMPREHENSIVE TECHNOLOGY

**Objective 1:** To provide users with information resources, content and training needed to become digitally fluent.

*Activities:*

- A. Offer a variety of technology assistance.
- B. Provide free computer classes and create classes reflecting emerging technologies.
- C. To market electronic resources in a user-friendly format online and in print.

**Objective 2:** To utilize the expertise of our City Information Technology department in providing all library technology needs.

*Activities:*

- A. To maintain all hardware and networks.
- B. To install and upgrade computer software and applications.
- C. To evaluate and implement computer replacement plan.

# LIBRARY STRATEGIC PLAN

## **V. TO MAINTAIN AND ENHANCE A WELCOMING, ACCESSIBLE, INCLUSIVE, COMFORTABLE AND SAFE FACILITY.**

**Objective 1:** To evaluate library facility and grounds routinely with an emphasis on scheduled preventative maintenance.

***Activities:***

- A. Work with Parks Department for ongoing maintenance of grounds.
- B. Work with Public Services to keep the building clean and in good repair.
- C. Plan for capital improvement projects.

**Objective 2:** To provide a pleasant physical environment where users can come to study, learn, teach, create and socialize.

***Activities:***

- A. Effective display and accessibility of library materials.
- B. Provide a variety of seating and work spaces for groups and individuals.
- C. Foster an inclusive environment for all.

**Objective 3:** To support accessibility and safety through continuously-enhanced planning and practices.

***Activities:***

- A. Review the library's compliance with ADA requirements.
- B. Regularly review and update safety, security and emergency policies and procedures.
- C. Utilize community and city resources to assist with emergency and safety planning.

Approved by the Library Management Team - October 22, 2020  
Approved by the Library Advisory Committee - November 23, 2020