

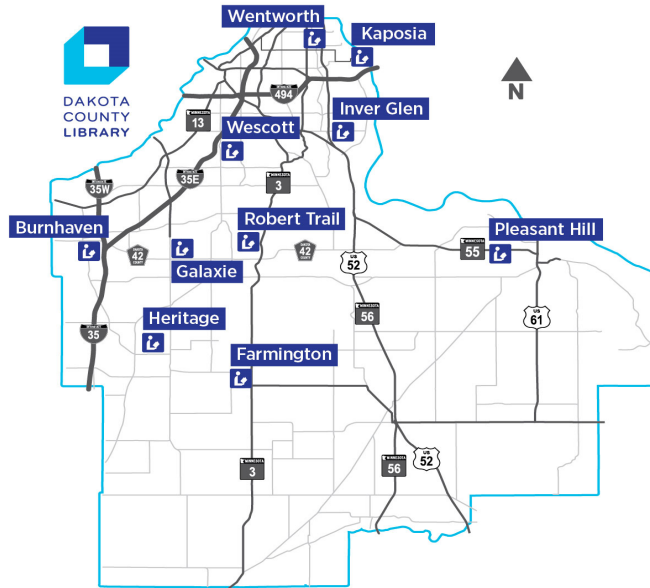


Strategic Plan Update

Margaret Stone
Library Director


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Dakota County Library Locations




2

By the Numbers







4.08 million
checkouts




1.9 million
visits to the
library website
and catalog




1.24 million
in-person
visits



146,401
library card
holders used
their card in the
past two years



58,371
people
attended
1,922
events



14,121
meeting room
reservations

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Strategic Plan 2017-2022



Our Vision

Dakota County Library acts as a catalyst, connector, and partner to empower residents to build a successful community.

Our Mission

Dakota County Library cultivates community, creativity and learning.

Our Values

We provide positive and welcoming experiences.

We act inclusively, valuing and respecting differences.

We are knowledgeable, engaged and culturally aware.

We value free and open access to information, community talent and technology.

Our Goals and Strategies

One

Engage customers in experiences which support growth and learning.

- Grow beyond the walls of the library, via services jointly promoted with community partners.
- Develop outcomes and use to evaluate and prioritize library services.
- Purposely select and coordinate events and classes for diverse target audiences to support strategic goals.
- Develop sustainable partnerships.

Two

Deliver relevant and accessible collections.

- Balance electronic and print collections to meet evolving demand.
- Provide educational resources for literacy and lifelong learning.
- Offer job and career resources to support workforce development.
- Provide access to multi-lingual collections.
- Explore non-traditional collections.

Three

Provide responsibly designed innovative spaces and technologies to enhance access to information, knowledge and services.

- Foster the innovative use of library technology to improve efficiency and service delivery.
- Provide new tools, technologies, software and techniques that tap into and unleash the imagination and creativity in the community.
- Expand opportunities for the community to use the library as a place to meet, interact with and offer services to others.

Four

Achieve greater community awareness of the value of the Library.

- Develop and conduct a targeted marketing campaign in collaboration with the County.
- Employ traditional and new media approaches to reach people through a variety of methods.
- Collaborate and leverage local advocacy groups to communicate the story.
- Update branding initiatives based on who we are.

Five

Cultivate an innovative, flexible, adaptive culture that invites community access and participation.

- Provide a consistent level of service across all branches; allow branches the flexibility to tailor services to local needs.
- Optimize the staffing and hours of operation at all locations.
- Review, update, revise, or adopt guidelines and procedures that maximize the use of services.

Six

Staff have the ability, leadership, and mentoring skills needed to help the community and each other succeed in a rapidly changing world.

- Develop and recruit library staff for evolving roles.
- Provide educational opportunities for staff at all levels.
- Develop customer experience competencies.
- Empower staff to act and make decisions within their sphere of influence.

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Strategic Planning Outcomes

By the end of this planning process library staff will have:

- A. Meaningful engagement and strengthened relationships with county residents.
- B. Customer and community perspectives to inform the strategic plan.
- C. Alignment of the Library leadership and staff regarding the Library’s mission, vision, and core values.
- D. Shared agreement among the Library’s leadership about the Library’s short- and long-term goals and how they will review, evaluate, and make adjustments to the plan.
- E. A future-looking plan aligned with county mission and goals.

Planning & Development Timeline

1: Launch <i>March-April</i>	2: Engagement & Data Collection <i>May - August</i>	3: Meaning Making & Planning <i>July - October</i>	4: Documentation & Action <i>October - December</i>
<ul style="list-style-type: none"> Organize Planning Team Scheduling Key Guiding Questions, Who to engage and how Design survey & community conversations Work Plan w/Timeline Update all-staff on process and their role in it 	<ul style="list-style-type: none"> Distribute survey Prepare & support staff for community engagement Host community conversations Analyze data and summarize findings Iterative learning Update & engage staff with early learnings 	<ul style="list-style-type: none"> Make meaning of data Set goals and develop strategies Check back with community and staff about what’s emerging Share learning and emergent goals with county commissioners Make final decisions, get final approvals 	<ul style="list-style-type: none"> Document plan Develop operational details including budgets, timelines, measures Share final strategic plan with everyone who contributed to it including public Engage staff

Community Engagement Van



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Questions



1. As stated we hope to gather feedback through the survey from a broad cross section of county residents. Do the members of the commission have any comments on the methods we are using to reach residents?
2. After hearing the communities we will be inviting to conversations, do the members have any recommendations of community partners who are connected to those particular communities?

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Thank you!

