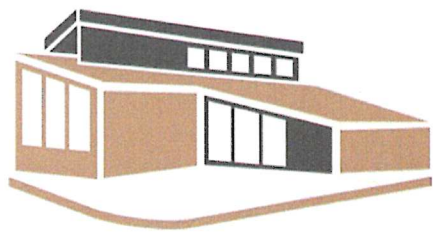


# Strategic Plan

2022-2025

# CCPL

Crittenden County Public Library

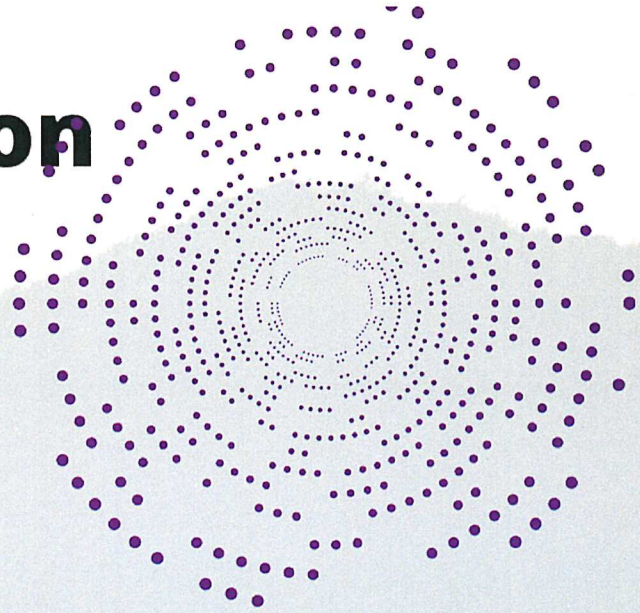


Information - Education - Relaxation





# Strategic Vision



## Vision

The vision of the Crittenden County Public Library is to maintain and exceed the high level of services offered to our community; to partner with educational, civic, and business groups; and to provide a place of learning and enjoyment for all.

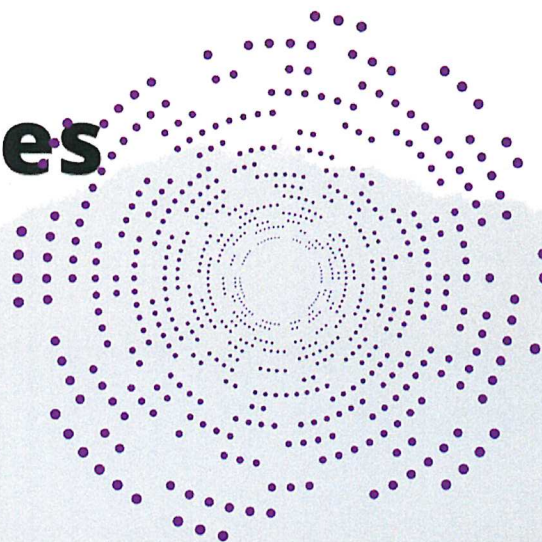
## Mission

The Crittenden County Public Library serves the people of Crittenden County by assuring the equitable access to library and information resources and services that meet the informational, educational, and recreational needs of the community.





# Strategic Priorities



1

**Provide adequate space for people to gather for education and enrichment activities, social interactions, and community discussions by creating a short-term space plan and a long-term building plan.**

Residents of Crittenden County deserve a public library that meets the needs of residents. Updating aging infrastructure has been a priority for many years. To meet this goal, the Library Board of Trustees and employees will develop a short term space plan to serve as an interim solution as well as continue to advocate for funding from the KDLA Building Grant to update both aging systems and total square footage in the current building.

## Specific Strategies

**Objective One: Reevaluate the current library layout.**

**Activity 1: Hire a space planner to develop a short-term space plan and allocate funding beginning in FY23-24.**

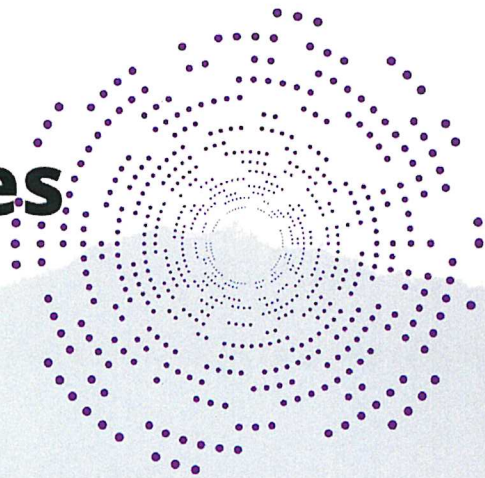
**Objective Two: Prepare for the next KDLA Building Grant application.**

**Activity 1: Update the renovation program with an architect.**

**Activity 2: Continue to allocate reserve funding for a building program that could possibly begin in FY25-26 or later.**



# Strategic Priorities



## 2

### **Prepare the library for technology updates for the future.**

The worldwide pandemic has been the impetus for widespread technology adoption and expansion. Building on this momentum is critical for technological improvements to library programs and services. Harnessing federal eRate funding and local grants, CCPL will prioritize improving the library's technology infrastructure to better prepare for a future that will include new content platforms, devices, and internet speeds.

### **Specific Strategies**

**Objective One: Improve internet infrastructure to prepare the building for gigabit/fiber internet service from an ISP.**

**Activity 1: In 2022, apply for Category 2 eRate reimbursements to update the router, switches, and access points inside and outside the building to prepare for gigabit service with an ISP.**

**Activity 2: Request bids in the 2023 eRate program through USAC for gigabit service from a local ISP.**

**Objective Two: Upgrade to a new VOIP phone system with phone tree and voicemail.**

**Activity 1: Request bids for equipment and service for a new phone system in FY24-25.**

**Objective Three: Set up credit card payment system at the circulation desk to take payments for fines and fees.**

**Activity 1: Request bids for credit card providers and equipment in FY22-23.**

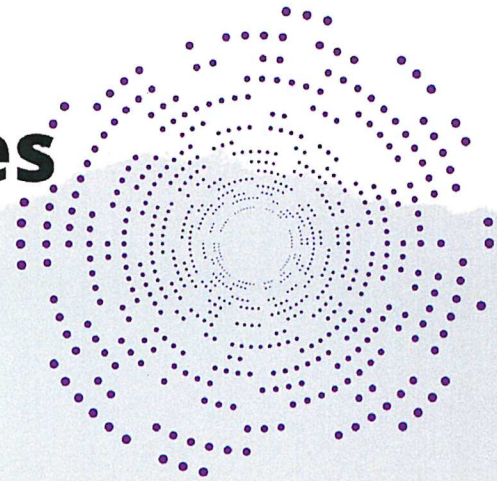
**Objective Four: Reevaluate copy machine equipment for the photocopying needs of library staff and patrons.**

**Activity 1: Renegotiate the Kyocera Copier Contract in Fall 2022 when the current contract expires and update current equipment as needed.**

**Activity 2: Add an HP LaserJet black and white copy machine to the genealogy computer table for printing from the microfilm reader.**



# Strategic Priorities



## 3

### **Offer programs and activities that bring people together through partnerships and community building.**

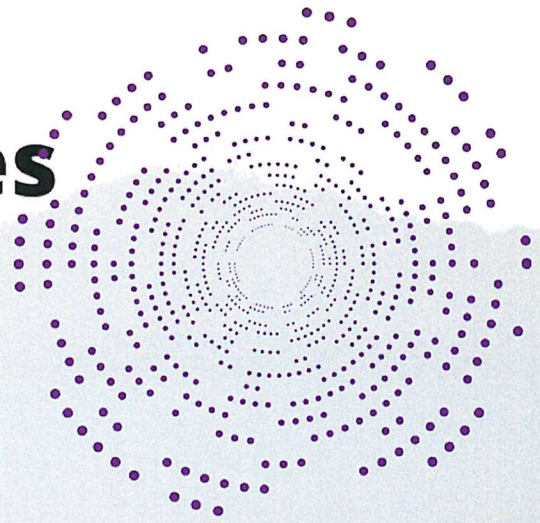
The effects of distance learning on student achievement is being measured across all types of academic institutions. Public libraries have always been a great ally to parents, students, and teachers by providing informal learning opportunities and resources. CCPL is committed to making informal educational opportunities a main priority for all ages, especially young children to help get kids back to reading at grade level.

## Specific Strategies

- **Objective One: Plan informal education and literacy programs for all ages with a focus on youth enrichment.**
- **Activity 1: Continue to build on circulating outreach kits and planning educational programs for all ages.**
- **Activity 2: Brand children's services with a mascot and themed children's area.**
- **Activity 3: Apply for grants to fund a permanent story walk at City/County Park.**
- **Objective Two: Create a Workforce Development Initiative**
- **Activity 1: Host events, small business workshops, and entrepreneurial development opportunities.**
- **Activity 2: Partner with the Fiscal Court, Tourism, Chamber, Extension, Local Schools and other community organizations beginning in FY22-23 for Work Ready Initiatives.**



# Strategic Priorities



## 4

### **Streamline library services to match community needs.**

Crittenden County is a crossroads in far West Kentucky with challenges similar to what other rural communities face. Over the past several years, the pandemic has changed the way community services have been provided with many organizations eliminating or scaling down services. Staff at CCPL are uniquely qualified to plan and implement much needed services to better the quality of life for residents and improve civic engagement.

## **Specific Strategies**

**Objective One: Replace the current Dodge Sprinter bookmobile with a smaller cargo van for library deliveries in FY 24-25.**

**Objective Two: Provide Passport Acceptance on new passports at CCPL.**

**Activity 1: Identify staff and send them to training to become passport agents in FY 22-23.**

**Activity 2: Prepare equipment and promote passport acceptance at CCPL in FY 23-24.**

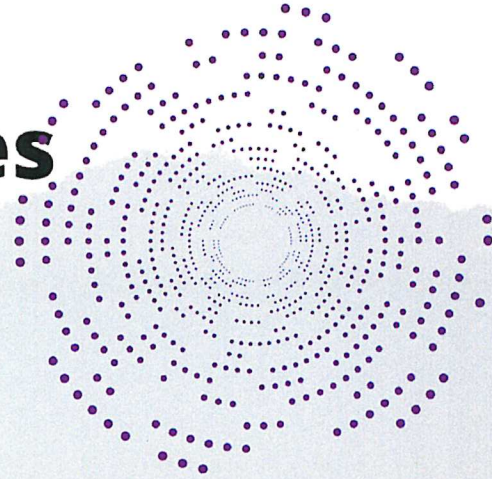
**Objective Three: Assign one library staff to spearhead a Community Volunteer program to improve civic involvement.**

**Activity 1: Identify library staff, Friend of the Library, and other supporters who can implement a volunteer program and develop a plan of action in FY 22-23.**

**Activity 2: Promote the Community Volunteer Program in FY 23-24.**



# Strategic Priorities



5

**Shift collection development efforts to keep pace with our community's reading habits.**

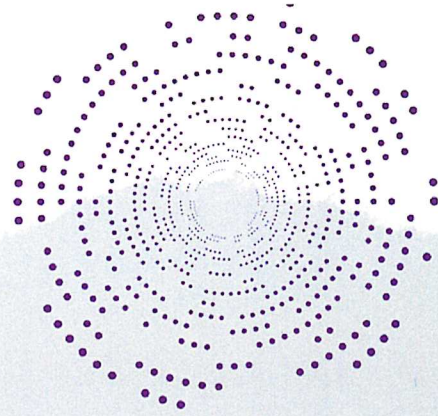
Just as services need to change to keep pace with community needs, so do collection development practices to keep pace with the reading habits of residents. With more people reading eBooks and listening to digital audiobooks, additional funding should be allocated to those platforms. While we don't believe print books will ever disappear, libraries must support multiple platforms to support all types of reading habits.

## Specific Strategies

- **Objective One: Shift a proportion of the budget to digital content based on statistical data about patron reading habits.**
- **Activity 1: Open an Advantage Account with Kentucky Libraries Unbound/Overdrive in FY22-23.**
- **Activity 2: Run monthly statistics to determine effectiveness of material budget changes beginning in FY 22-23.**
- **Objective Two: Align circulation policies with new collection allocations.**
- **Activity 1: Promote that the library is fine free on all physical books with the exception of DVD loans beginning FY22-23.**
- **Activity 2: Update circulation policies for all material in FY22-23.**
- **Activity 3: Update the library website with new circulation policies.**
- **Objective Three: Develop a strategy to get more books and material to underserved areas including the unincorporated communities in Crittenden County.**
- **Activity 1: Establish little free libraries in the unincorporated towns in Crittenden County and stock them with library weeded books via the bookmobile.**
- **Activity 2: Promote bookmobile outreach service and programs to underserved groups.**



# Conclusion



Next year on April 6, 2023, Crittenden County Public Library will celebrate 70 years serving residents. Since the County levied tax support in 1952, CCPL has strived to provide access to all and to serve patrons effectively. But times are changing and to keep pace with advances in technology, we need to evolve to stay ahead of the curve to serve our community's needs.

Working alongside other community organizations, CCPL will adapt to a faster-paced future. Small but mighty, we will borrow ideas for programs and services from other top notch organizations to align our spaces, services and programs to be more innovative and patron-focused. We hope these efforts will be recognized by off-the-chart patron satisfaction.

The main goal of this strategic plan over the next several years is to build our resilience to the unknown. We must maintain our mission of providing Information, Education, and Relaxation while transforming the library into a more user friendly space. One that helps residents thrive in the 21st-century by nurturing learning, supporting economic advancement, and strengthening the community. We will continue making changes while making sure to respect the traditional services our community has grown to know and love.

We are committed to providing patrons the best programs, services and facilities while maintaining fiscal responsibility. Serving patrons effectively is at the heart of our commitment to Crittenden County residents.

**Brennan Cruce, President**  
**Michelle Crider, Vice President**  
**Scott Belt, Treasurer**  
**Carol Harrison, Secretary**  
**Melissa Tabor, Trustee**  
**Brandie Ledford, Director**



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**<https://crittendenlibrary.org>**