

# STRATEGIC PLAN FOR THE RUTH ENLOW LIBRARY OF GARRETT COUNTY 2014 - 2017





This Strategic Plan was developed by the staff and Board of Trustees of the Ruth Enlow Library with special assistance from:

Mike Tumbarello, Strategy and Marketing Partners

Bonnie Winters, Public Relations Specialist, Ruth Enlow Library

Board of Trustees of The Ruth Enlow Library:

Mr. Jack Caruthers

Mrs. Sherry Georg

Mrs. Wanda Guard

Mrs. Cosette Harman

Mrs. Kathy Helbig

Mrs. Carol Newman

Dr. Karl Schwalm

Director:

Cathy Ashby

## **Mission Statement of The Ruth Enlow Library of Garrett County**

To the residents of Garrett County, Maryland, The Ruth Enlow Library will be the PEOPLE, whose helpfulness, courtesy and expertise will ensure access to the MATERIALS of appropriate level and format through the SERVICES designed to meet the informational, recreational, educational, and cultural needs of the community.

### **Code of Service**

- Citizens using the library are entitled to easily accessible library collections in a safe, clean, organized and appropriate environment staffed with friendly, courteous people.
- Each member of the public is to be welcomed courteously and will receive the best possible service while using the library and its resources.
- Service to the public takes precedence over the library's internal paperwork and internal communications.
- Information given to the public will be based on verifiable, current sources, clearly communicated and given in a timely manner.

The strategic planning process examined current, anticipated, and possible future community needs—then determined which of those needs REL can help meet. The goal of the plan is to strengthen our community by enriching lives and by fostering learning and creativity.

## Thriving Libraries in Thriving Communities

Everyone in Garrett County will have access to well-staffed, safe, functional facilities and the information they need to succeed in life.

- Patrons will have access to clean, safe, modern facilities with the infrastructure to support modern library uses.

A new library will replace the outdated facility in Friendsville.  
Drop off boxes will be placed at the curb in front of the Oakland Library and at other locations throughout the County, if feasible.  
Plans for new or remodeled facilities will include quiet rooms and meeting rooms.  
The Library will develop a survey to determine the hours of operation that will best serve our patrons.

- Library staff will be fairly compensated for their labors and encouraged to continue lifelong learning, especially in areas that improve our service to the community.

Library staff will receive training in the areas that are most crucial to patron needs, especially working with special populations, such as the elderly, children, and teens, and using electronic devices, databases and new online services.  
The Library will develop a plan to change certain contractual positions into permanent staff positions.  
A staff member will develop skills in workforce development.

- Library staff will be informed about things that impact their jobs and their lives and the lives of their patrons.

Oakland Library will hold regular branch meetings before the library opens.  
A staff member will be designated to take and distribute notes for the Branch Managers' and Tech Committee meetings.  
All staff will be able to use email and our intranet, with an expectation that they will check both staff email and updates to the intranet on a regular basis.  
Whenever possible, a WMRL staff person will attend our Branch Managers' meetings.

- The Library will develop partnerships in the County, region, State and nation to improve service and reduce costs.

The Library will participate in delivery and purchasing studies planned by the Western Maryland Public Library.

The Library will work with partners in the County, State and the Town of Friendsville to build a new multi-use facility.

The Library will work with the County, Head Start and the Town of Kitzmiller to maintain and improve the Kitzmiller Library.

The Library will participate in the Broadband project developed by the County and Network Maryland.

- The library will develop and implement a plan to support job growth and workforce development in Garrett County.

The Library will examine best practices by libraries and other organizations that have contributed to job growth.

The Library will purchase materials and services to assist job seekers.

The Library will work with local and state partners to implement new services and programs.

## **Stimulate Imagination and Creativity**

Everyone in Garrett County will have materials and services that provide pleasurable and stimulating reading, viewing, and listening experiences.

- Patrons of all ages will check out more fiction, nonfiction, music, and movies in new formats.

The Library will increase its budget for movies and music.

Online materials will be easier to locate and download.

More formats will be available for children's and teen's materials.

- Adults, teens, tweens and children will say their library spaces are fun and welcoming.

Teens and children will have updated materials, software and spaces.

Power outlets with adjacent comfortable seating will be available in all libraries.

All libraries will have a budget for decorating library spaces for events and seasonal celebrations.

- Adults, teens, tweens and children will say they found something good to read, listen to, or view at the library.

Copies of the covers of new DVDs and new music CDs will be added to the preview shelves so that all patrons will have a chance to reserve them.

Material purchases will be based on patron requests, including requests for purchase considerations linked to the library catalog.

Library computers will support downloads of movies, music and books. Current movies, music and books will take priority over less in-demand older materials in shelving and ordering. The Library will weed out less used materials to make way for current materials. Additional loss prevention strategies will be developed.

- Adults will say that they received the items they want in a timely manner.

Interlibrary loan requests will be handled in a timely manner. Materials requested through ILL will be considered for purchase when appropriate. The staff will determine the ideal time for keeping materials on the hold shelf.

- An increased number of adults will attend library programs.

The Library will develop a budget for adult programming, a plan to present good quality, enticing programming and staff with skills to manage and plan adult programming.

## **Connect to the Online World**

Everyone in Garrett County will have high-speed access to the online world and access to the resources and materials that they need for success.

- Library users will say REL's website, online services and staff support are very good or excellent.

Hours of operation and library locations will be easier to find on the library's website.

The library will have a mobile app that will give our patrons access to all of our materials and services.

Downloadable books will be easier to download from the library's website.

Staff will be able to help patrons use all of the library's resources.

- The Library will select and purchase appropriate electronic materials and select and implement innovative, effective online tools in conjunction with its partners in the region and the State.

Patrons will have access to current magazines through Zinio, purchased in partnership with Western Maryland Libraries, Washington County Free Library and the Allegany County Library. The Zinio service will be reviewed yearly, to determine if it is an appropriate resource.

Frontline library staff will participate in the Western Maryland Database Committee that selects and purchases electronic materials.

- Library buildings and computer resources in the libraries will support the community's easy and effective use of online resources.

The wiring will be improved in the Oakland Library to support patron's use of computers and other devices.

A new facility in Friendsville will replace the outdated and inadequate facility in Friendsville.

New computers for staff and the public will replace outdated computers in all facilities.

A new mail sever will support internal and external communications.