

Strategic Plan, 2020-2023





MISSION

To help residents reach their full potential and further lifelong learning and community in a welcoming setting.

VISION

The Kingsport Public Library is recognized as a primary resource for literacy and education; a gathering place for families, cultural and civic life; and a contributor to the community's economic growth.

VALUES

The Kingsport Public Library:

- Offers superior customer experiences
- Encourages learning and discovery
- Is inclusive and provides access to all
- Cultivates collaboration and innovation
- Advances the freedom to know
- Respects diverse perspectives
- Fosters a positive work environment
- Provides wise stewardship of public resources

GOALS & STRATEGIES

GOAL 1: LIFELONG LEARNING AND LITERACY

Foster lifelong learning and increase literacy across the community to enhance the lives of community members

Strategies:

- Expand outreach services, programs and services to where people gather in the community
- Increase programming for all ages, especially during user-friendly hours (i.e., evenings and weekends)
- Explore options for expanded service to schoolchildren and families
- Further develop targeted programs and services for seniors

GOAL 2: EASE OF USE OF RESOURCES AND SERVICES

Advance the ease of use of collections, programs, and other offerings to support community needs

Strategies:

- Study the use of the library during current open hours, and subsequently consider restructuring open hours
- Strengthen the customer-centered, supported self-service model to increase access, overall user satisfaction, and workflow efficiencies:
 - Consolidate service points, and move to have staff offer increased direct service away from desks
 - Increase self-checkout options that are friendly and easily used
 - Offer easy, pick up of all holds by customers in one location
 - Extend staff training and communications to further deepen the customer-focused service model
- Improve the facility to increase appeal and use by 1) addressing immediate possible building improvements, and 2) planning for future use of spaces as outlined in the facilities assessment report. Areas to be addressed include:
 - ADA and accessibility compliance
 - Inadequate programming and meeting room space
 - Challenging and unattractive collections areas
 - Re-use of the basement area once the City archives moves
 - Development of enhanced service areas such as more comfortable seating options, a more interactive teen area, and a contained makerspace area

GOAL 3: COLLECTIONS AND TECHNOLOGY

Enhance and improve physical and digital collections and access to up-to-date technologies to support the diverse needs of the residents

Strategies:

- Review and right-size the physical collections to ensure that they are relevant, and well-used.
- Rearrange the collections and shelving for better access and to allow for alternative uses of space throughout the Library
- Expand the availability and display of the most popular items on the main, entry level
- Ensure that technologies and digital services are maintained, up-to-date and well-promoted
- Monitor and ensure adequate levels of technology assistance are available for customers

GOAL 4: AWARENESS OF AND SUPPORT FOR LIBRARY SERVICES

Increase marketing and public awareness of resources and activities, and explore options for increased private support of the Library

Strategies:

- Increase marketing efforts through organizational partnerships, such as schools, businesses and nonprofit organizations
- Increase the use of social media and other online channels for promotion of Library programs and services to reach specific targeted audiences
- Actively promote the Library at community events, and through speaking and other engagement with local groups
- Work with the Friends to revamp current operations to increase effectiveness
- Explore options for increased private support, both for ongoing operations, and for a possible renovation/addition project

Kingsport Public Library Strategic Planning Committee 2019-2020

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Kingsport Public Library Commission 2019-2020

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Prepared by

LIBRARY
STRATEGIES 