



2023-2025

# Strategic Plan





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# EXECUTIVE SUMMARY

The library last completed a Strategic Plan in 2018, which was scheduled to last until the end of 2020. The worldwide COVID-19 pandemic (which started in March 2020 in the library service area) interrupted any progress in the last year of the two-year plan. The Board of Trustees extended the existing plan until early 2022 to allow library staff time to review the old plan and ascertain what had already been accomplished and still needed to be done. Was there any carry-over? Would there be new things to add as the system and the county emerged from the worst of the pandemic?

The new plan should revisit and seek to accomplish anything that was not done, or was only partially done, at the end of 2021. It should also look forward to a period where the system can move past the pandemic period and branch out to try some new services and offer users new things.

The political and financial realities of 2022-23 and the near future indicate that attempting to build new buildings is not feasible. As such, the core of the new Strategic Plan will still focus outwardly on library outreach, especially to underserved communities, maintaining community partnerships as well as looking for new partners, and offering users new experiences. At the same time, the library will still seek opportunities to improve existing facilities as well as improve staff processes, staff training, and communication.





# VISION

The library is a hub for the community, with resources people need and want, programs and services that help people satisfy curiosity or try something new, and staff that is trained and prepared to help people reach their goals.

# MISSION

The Oconee County Public Library provides resources and experiences to satisfy curiosity, connect people with their community, and encourage lifelong discovery.

# THANK YOU

Thank you to the Board of Trustees, the staff, and our many volunteers and community partners for their input into this plan. We appreciate all of you, including the many community members who responded to our online survey. We couldn't have done it without you!

## LIBRARY BOARD MEMBERS

Allison Addison, Monica Alles White, Shelby Henderson, Paul Holcombe, Liz Kuemmerer, Nick McKinney, Nivia Miranda, Clifton Powell, Tara Weekes



**"Bad libraries build collections,  
good libraries build services,  
great libraries build  
communities."**

**R. David Lankes**

# STRATEGIC PLAN PRIORITIES



## OUTREACH



Build on and expand library outreach, especially to underserved communities, maintaining community partnerships as well as looking for new partners.



## COMMUNICATION & COLLABORATION

Deliver timely, relevant communication both internally and externally.



## PEOPLE

- Recruit qualified and diverse library staff empowered to use their creativity and talents, and work to retain staff through increased job satisfaction.
- Provide library visitors with a friendly, informed, and user-focused experience.



## LIBRARIES

Create welcoming and accessible library spaces.



# OUTREACH

## Strategic Focus

Build on and expand library outreach, especially to underserved communities, maintaining community partnerships as well as looking for new partners.

## Strategic Outcome

Increase contacts with users, stakeholders, and partners throughout the community.

## Strategic Direction

- Strategy 1: Participate in more community and school events as staffing and resources allow.
- Strategy 2: Look for new opportunities to expand Bookmobile usage.
- Strategy 3: Explore new service options like Homebound, community pantries, more programming for homeschooling families, and even pickup lockers in remote locations.
- Strategy 4: Expand hours for social work and Spanish language translator.





# COMMUNICATION & COLLABORATION

## Strategic Focus

Deliver timely, relevant communication both internally and externally.

## Strategic Outcome

Increase staff cooperation across the system and increase awareness in the larger community.

## Strategic Direction

- Strategy 1: Inform and educate cardholders through print and digital media/communications.
- Strategy 2: Enhance and foster employee information sharing.
- Strategy 3: Increase engagement with the library's website and develop new applications and methods to better connect with the public.
- Strategy 4: Reinvigorate library events to reflect community interest.



# PEOPLE

## INTERNAL FOCUS

### Strategic Focus

Recruit qualified and diverse library staff empowered to use their creativity and talents, and work to retain staff through increased job satisfaction.

### Strategic Outcome

Develop a baseline-training plan for all library employees.

### Strategic Direction

- Strategy 1: Expand and enhance EPMS and goal-setting for each employee.
- Strategy 2: Look for opportunities to expand roles for part time staff, possibly using cross training to improve system cohesiveness.
- Strategy 3: Look for opportunities to adjust staffing, particularly at the main location in Walhalla, to better serve customers and streamline staff roles.
- Strategy 4: Incorporate regular training for soft skills like approachability and cultural sensitivity.



# PEOPLE

## EXTERNAL FOCUS

### Strategic Focus

Provide library visitors with a friendly, informed, and user-focused experience.

### Strategic Outcome

Develop a more robust volunteer recruitment and retention program.

### Strategic Direction

- Strategy 1: Revamp and refresh the volunteer recruitment and training program.
- Strategy 2: Create opportunities to use volunteers to host book clubs and other adult programming.
- Strategy 3: Find and develop solutions to mitigate access barriers.
- Strategy 4: Recruit a diverse group of volunteers who can bring their unique knowledge and talents.



# LIBRARIES

## Strategic Focus

Create welcoming and accessible library spaces.

## Strategic Outcome

Conduct quarterly evaluations of both indoor and outdoor library spaces.

## Strategic Direction

- Strategy 1: Create new, more versatile spaces in existing buildings.
- Strategy 2: Optimize use, visibility, and aesthetics of outdoor spaces.
- Strategy 3: Consider functionality, capacity, and accessibility of library furnishings.
- Strategy 4: Expand or enhance services, with air printing, USB access, and other technologies.

