



Wright Memorial
Public Library

2023-2026 STRATEGIC PLAN

Community feedback guided Wright Library's new strategic plan, which will navigate operations through 2026.

With the library's mission and core values at the forefront, Wright Library will continue to enhance services to the Oakwood community in important and unexpected ways.



wrightlibrary.org/about

1776 Far Hills Avenue
Oakwood, Ohio 45419
www.wrightlibrary.org

FIVE KEY GOALS

satisfy **CURIOSITY**

The community will have the resources they need to explore topics of personal interest and continue learning throughout their lives.

create young **LEARNERS**

The library will have robust resources and programs for the educational and personal growth of children and teenagers.

be a **COMMUNITY** hub

The library will serve as a community hub with accessible virtual and physical spaces that offer safe and welcoming opportunities to meet, interact, work, and enjoy.

CELEBRATE people & ideas

The library will celebrate people and ideas by offering opportunities to encounter a broad range of ideas, lived experiences, and cultures.

optimize **ASSETS**

The library will analyze, streamline, and update organizational processes and services to improve patron and staff experiences.

STRATEGIC PLAN 2023 - 2026

Service Responses, Goals, and Activities

Service Response #1 - Satisfy Curiosity: Lifelong Learning

The community will have the resources they need to explore topics of personal interest and continue learning throughout their lives. The library can surprise and delight residents with programs and resources on new topics in an ever-changing world.

GOAL 1: Develop well-rounded and diverse collections that meet the broad needs and interests of users.

- (a) Conduct a collection evaluation and make recommendations for filling subject gaps and adjusting shelf space allocations.
- (b) Expand offerings for the Library of Things, including new Makerboxes, in-house Maker tools, and Doorway to Dayton passes.
- (c) Review new and existing database subscriptions and implement recommended changes.

GOAL 2: Provide services that are responsive to the changing information landscape and community interests.

- (a) Investigate new technologies that are changing the ways people access information (e.g. generative AI) and make recommendations for how they can be used in library services.
- (b) Offer tools, services, or programs designed to help patrons discover new technologies.
- (c) Investigate Maker Space opportunities.

GOAL 3: Stimulate imagination and the love of reading.

- (a) Investigate new strategies to celebrate literature, reading, and the library collection; implement viable strategies.
- (b) Investigate new ways to provide reader's advisory; implement at least one new strategy.
- (c) Host fun reading programs for all ages.
- (d) Evaluate current book clubs and propose new strategies for engagement.
- (e) Host at least one author event annually.

GOAL 4: Offer diverse educational programs, exhibits, and displays in accordance with criteria identified in WMPL's Program policy and Displays & Exhibits policy.

- (a) Identify new community partners for collaboration on responsive educational programs.
- (b) Search for opportunities to host exhibits; offer at least one annually, if feasible.
- (c) Plan and create book displays on a wide breadth of topics and themes.

Service Response #2 - Create Young Learners

The library will have robust resources and programs for children's and teenagers' educational and personal growth.

GOAL 1: Provide diverse resources for all types of learners.

- (a) Investigate cost & benefits of subscriptions to online tutoring services; implement if indicated and feasible.
- (b) Investigate new ways to engage with teenagers and implement viable strategies.
- (c) Investigate opportunities to provide collections, programs, and/or services for youth who participate in special needs education, and implement viable strategies.
- (d) Enhance opportunities for educational play at the library.

GOAL 2: Provide support for and collaborate with local schools and other education partners.

- (a) Explore additional public library-school library connections so that students have seamless library experiences in and out of school.
- (b) Build collections that support current ODE (Ohio Department of Education) guidelines for reading instruction.
- (c) Seek conversations with school teachers and leaders on ways WMPL programs and collections can support district priorities; implement as feasible.

GOAL 3: Promote 21st Century Citizenship

- (a) Develop programs and resources that teach civic engagement to children and teenagers.
- (b) Provide career exploration tools and programs.
- (c) Develop programs and resources for children, teenagers, and caregivers that address community problems and risks (e.g. online safety, mental health).
- (d) Provide STEAM programs and collections that support ODE Learning Standards.
- (e) Develop programs and displays that encourage interactions between different demographic groups (e.g. Book Buddies, intergenerational programming, English Language Learners).

Service Response #3 - Serve as a Community Hub

The community will have accessible virtual and physical spaces and safe and welcoming opportunities to meet, interact with others, and enjoy their library.

GOAL 1: Facilitate connections to community services, civic groups, and community assets through partnerships and collaborations.

- (a) Maintain partnerships with local community groups, the Library Foundation, and the donor community.
- (b) Offer programs that promote civic engagement.
- (c) Utilize community partners to bring educational programs, exhibits, and/or services to library patrons.

GOAL 2: Facilitate opportunities for people to interconnect in a post-pandemic society.

- (a) Provide programs that offer opportunities for social engagement.
- (b) Provide programs that support populations that may be particularly vulnerable to isolation (e.g. elderly, people living with dementia, teenagers, children).
- (c) Provide programs that bring awareness to or support for mental health.
- (d) Offer daytime programs for seniors.

GOAL 3: Put spaces to use in new ways.

- (a) Develop a low maintenance, well-designed landscape plan, and incorporate native plants where feasible and desirable.
- (b) Explore new ways to encourage building use.
- (c) Explore ways to enhance use of meeting spaces.
- (d) Investigate feasibility of developing a self-guided tour of the WMPL, with its history; make recommendation.
- (e) Investigate need for designated quiet space and make recommendations.

GOAL 4: Seek to contribute solutions to community problems/needs.

- (a) Continue to provide important community services not available elsewhere (passports, COVID tests), and implement communication strategies to make patrons aware of these services.
- (b) Investigate new requirements for notary service and make recommendations for the future of the service.
- (c) Assess need for tax preparation support and investigate options for service if warranted.
- (d) Provide patron education on information fluency and how to identify misinformation.
- (a) Investigate new opportunities with Libraries Transforming Communities initiatives, seeking grant funding if feasible.
- (e) Continue to serve the demand for traditional reference services to benefit those with limited interest or ability in using technology.

Service Response #4 - Celebrate People & Ideas

The Library will offer opportunities to encounter a broad range of ideas, lived experiences, and cultures.

GOAL 1: Be a forum that promotes connections among diverse people and groups.

- (a) Investigate new opportunities for partnerships and collaborations with diverse community partners.
- (b) Work with performers and presenters who represent diverse views and cultures.
- (c) Provide programs and resources that support a variety of special populations.

GOAL 2: Be welcoming to all.

- (a) Implement strategies to welcome new community members.
- (b) Offer staff training on topics related to diversity, equity, and inclusion.
- (c) Investigate opportunities to serve the underserved.
- (d) Develop a communication strategy that emphasizes the library's mission and values on openness, bipartisanship, and intellectual freedom.
- (e) Develop strategies to engage infrequent or non-library users.

GOAL 3: Be responsive to current issues or trends.

- (b) Offer programs and resources on topics of current interest.
- (c) Host candidate forums.
- (d) Promote opportunities for civil political discourse.
- (e) Host community conversations on topics important to the region.

Service Response #5 - Optimize Assets

The Library will analyze, streamline, and update departmental and organizational processes and services to improve patron and staff experiences.

GOAL 1: Evaluate existing and explore new vendors, service providers, and content providers

- (a) Evaluate costs and benefits of other ILS platforms and/or discovery layers.
- (b) Evaluate current and explore new materials and content vendors.
- (c) Solicit patron input about library offerings.

GOAL 2: Make the library collection, programs, and services more available and accessible

- (a) Investigate ways to shorten long holds on digital and other high-demand collections and implement if feasible.
- (b) Evaluate circulation and meeting room policies for patron benefit and make recommendations for changes.
- (c) Review space needs of collections and adjust where needed.
- (d) Investigate online patron payment processing and implement if feasible.
- (e) Evaluate program, services, and marketing return-on-investment and make changes as needed.
- (f) Conduct marketing audits to ensure consistent and effective messaging and branding.

GOAL 3: Provide staff with resources, training opportunities, tools, and support that allow them to achieve their potential and deliver the highest quality library services.

- (a) Review onboarding and training process and make recommendations for changes that will help new staff be better prepared for their new roles.
- (b) Encourage professional development by identifying appropriate training opportunities for all positions
- (c) Send staff to national or state conferences to discover innovative library trends and opportunities.
- (d) Explore cost and benefits of EAP program and implement if feasible.
- (e) Get staff input on performance evaluation process and make changes that reflect the library's mission and values.
- (f) Evaluate current methods and new tools for staff communication and make recommendations.
- (g) Evaluate work spaces and incorporate recommendations.
- (h) Evaluate work schedules and make sustainable recommendations if needed.
- (i) Explore team building activities that promote connections between staff, and implement viable strategies.

GOAL 4: Optimize patron communication

- (a) Review patron communication tools and recommend new methods.
- (b) Review website functionality and accessibility and investigate options for revamping or replacing.
- (c) Develop strategy for communicating WMPL's mission, values, and goals to the public.
- (d) Develop and implement strategies for reaching out to non-users and new community members.

GOAL 5: Seek ways to make the building more safe, efficient and sustainable

- (a) Develop written Disaster Preparedness policies and procedures.
- (b) Update the WMPL Emergency Manual.
- (c) Investigate Sustainable Library Certification Program and implement best practices as feasible.

