**Twinsburg Public Library 2017-2022 ~ Transforming Lives Since 1910**

**PURPOSE**
- Inform, entertain, educate and inspire the members of the communities we serve.
- Provide space to speak, think, meet, work and create.
- Connect users to tangible & intangible resources to transform or enhance their lives.

**VALUES**
- Excellent Customer Service
- Adaptability
- Free and equal access to the library
- Freedom to seek, receive and share information
- Respect for individuals
- Safe & welcoming public space
- Community, Heritage & Culture
- Literacy and Learning
- Stewardship of public resources

**CORE SERVICES**
- Lend library materials at no direct cost to customers
- Offer expert information and research assistance
- Provide access to information & communication technologies
- Provide access to e-government, passport & notary services
- Present early-literacy story-times
- Deliver library services where they are needed
- Coordinate programs addressing community needs and interest

**EXTERNAL STRATEGIC FOCUS**
- Outreach
- Maintaining Our Heritage
- Literacy & Learning
- Creating Adaptive Experiences
- Closing the Digital Divide
- Building Community & Families
- Employment & Entrepreneurship
- Traditional Library Services

**INTERNAL STRATEGIC FOCUS**
- Creating Awareness
- Strengthening a Team
- Being Good Stewards -Finances
- Being Good Stewards-Facilities
REACHING OUT

• Reach users lacking transportation by using our Mobile Library
• Continue to provide homebound delivery
• Continue embedded library services
• Increase relationship and activities with Kent State University Regional Academic Center

MAINTAINING OUR HERITAGE

• Digitize and provide better access to the Library’s local history collection.
• Maintain, enhance and host Twinsburg 200 website
• Engage partners to help with digitization and indexing of local history materials.

LITERACY & LEARNING

• Provide story-times & school-readiness for children
• Add Adult Literacy Training including enhanced ESL to our services.
• Continue to provide life long learning opportunities in languages, literacy, and STEAM for children and adults
• Provide vocational & college preparedness for teens.

CREATING ADAPTIVE EXPERIENCES

• Improve Library’s environment to include accessibility for the hearing & sight impaired & other physical challenges
   Consider the correct adaptive technologies, adjustable tables, enhanced sound system, assistive listening systems, image readers, and adaptive web pages
• Create and host classes and programs for cognitively and developmentally disabled adults
   Craft and Discussion Groups for special populations
• Continue hosting Sensory Story-times and provide adaptive toys &technology for youth.
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#### CLOSING THE DIGITAL DIVIDE

- Serve as access point for e-government, voting, licenses etc.
  - Consider self service terminals for the BMV
- Provide coaching & classes on software and hardware for free
- Continue to add software and technology to Creative Lab, meeting needs and requests of patrons
  - Add training geared toward teens on technology devices and software
- Continue to provide access to emerging technologies.
  - Wi-fi hot spots, Rokus etc.

#### BUILDING COMMUNITY & FAMILIES

- Provide classes & programs that engage patrons of all ages to prevent social isolation
  - Big Learn 2018: Twinsburg Plays Music
  - Community Discussions
  - Continued cultural and entertainment programs
- Provide links & access to social services within our community and beyond
  - Partnership with area social agencies, and
  - consider a part-time social worker on staff or on visiting basis once a month
- Align initiatives with those of Township, City and Village, School District, County etc.

#### EMPLOYMENT AND ENTREPRENEURSHIP

- Provide access to job searches, skills training and testing, resume reviews and interview preparation.
  - Talent NEO Work Keys etc.
- Provide workshops for small business owners on topics regarding human resources, employment law, investing, and business plans.
  - Investigate renewing relationship with SCORE
- Continue membership in Funding Information Network to offer access to grant information for non-profits and individuals and grant writing

#### TRADITIONAL LIBRARY SERVICES

- Develop and Maintain the Library’s excellent collection of print and audio materials
- Continue to provide excellent reader’s advisory and book discussion groups
- Continue to provide story-times and early literacy training.
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#### Creating Awareness

- Increase social marketing and search engine optimization
- Perform Community Surveys
- Improve staff knowledge of mission, and events across all departments.

#### Building A Team

- Update Succession Plan
- Improve Team Focus and Culture
- New or replacement staff with interest and skills in history, website development, social work, workforce development, management
- Continual review of Staff Handbook and policies
- Digitize Administrative Practices
- Training in working with special populations.
- Continuing education in e-government and strategic thinking.
- Create adaptive technologies and programming team.

#### Being Good Stewards - Finances

- Closely monitor PLF and local property tax revenue to prepare for possible levy need (.5 mill)
- Explore ways of controlling and monitoring:
  - Health Insurance Costs
  - Ratio of Salaries to Materials
- Review Salary Schedule & Classification
- Review financial policies
- Pursue grants for workforce development, early literacy, etc.
- Continue collaboration with Library support Groups - the Friends and the Foundation.

#### Being Good Stewards - Facilities

- Systems
  - HVAC, phone system, security system, wireless network and servers (additional server space for TW200 website etc.)
- Mobile Library
  - Continued maintenance; wireless and internet enhancements
- Exterior
  - Parking lot, security cameras, trees, brickwork in front area, landscaping maintenance, roof repairs
- Interior
  - Sheller Wing re-carpeting/re-flooring; meeting rooms sound and technology updates; flooring in staff kitchen; new easy to move tables; Children’s Place update, continued enhancement of sound absorption in Creative Lab
- Technology
  - Additional equipment for Creative Lab Laminator, Cricket, CNC Machine etc.
  - Software to reduce paperwork, so staff is more available to public
  - Financial and Payroll software/hardware upgrades.