

RESOLUTION 2014 - 336

A RESOLUTION OF THE BOARD OF COUNTY COMMISSIONERS OF ST. JOHNS COUNTY, FLORIDA, APPROVING THE LIBRARY'S ANNUAL PLAN OF SERVICE 2014-2015, AS REQUIRED BY THE STATE LIBRARY OF FLORIDA IN ORDER TO RECEIVE ANNUAL STATE AID TO LIBRARIES GRANT FUNDING IN FY2015.

WHEREAS, the St. Johns County Board of Commissioners, on behalf of the St. Johns County Public Library System is applying for a State of Florida Aid to Libraries Grant; and

WHEREAS, the state grant funds will assist St. Johns County in providing library and multimedia resources to the residents of St. Johns County; and

WHEREAS, the St. Johns County Public Library System strives to provide the highest quality programs and services to the citizens of St. Johns County, as outlined in its Long-Range Plan 2014-2016; and

WHEREAS, a required component of the State Aid to Libraries grant application process involves approval by the Board of County Commissioners of the St. Johns County Public Library System's Annual Plan of Service; and


WHEREAS, the St. Johns County Public Library System has prepared an Annual Plan of Service for fiscal year 2014-2015.

BE IT RESOLVED by the Board of County Commissioners of St. Johns County, Florida:

1. The above recitals are hereby incorporated into the body of this Resolution, and are adopted as Finding of Fact.
2. The Board of County Commissioners hereby approves the Library's Annual Plan of Service 2014-2015, a required component of the State Aid to Libraries grant application.
3. To the extent that there are typographical or administrative errors that do not change the tone, tenor, or concept of this Resolution, this Resolution may be revised without subsequent approval by the Board of County Commissioners.

PASSED AND ADOPTED by the Board of County Commissioners of St. Johns County, State of Florida, this 18th day of November, 2014.

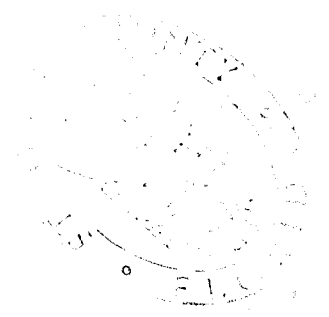
**BOARD OF COUNTY COMMISSIONERS
OF ST. JOHNS COUNTY, FLORIDA**

By: 
Chairman

ATTEST: Cheryl Strickland, Clerk

By: 
Deputy Clerk

RENDITION DATE 11/21/14



SJCPLS Annual Plan of Service 2014-2015

Goals and Objectives

I. Technology

Goal 2: Provide relevant electronic resources (content and delivery) to the public through a quality library system website and public access library catalog.

Measures to be Collected:

- Number of circulations of downloadable titles
- Number of database uses
- Number of downloadable titles purchased
- Number of hits to library website from mobile devices
- Number of usage statistics for library website and database resources
- Number of persons accessing library online catalog
- Number of persons attending technology classes
- Number of classes/workshops conducted

Activities:

- Create a new campaign promoting digital resources and classes.
- Evaluate and maintain electronic database subscription services appropriate for public use and as library budgets allow.
- Adjust staffing as needed to ensure patrons receive technical assistance in a timely manner through staff or online training.
- Monitor usage of digital downloads; adjust services accordingly and as library budgets allow.
- Continue to offer training on digital devices and digital information needs.
- Ensure the library system's website and electronic resources are accessible on personal mobile devices.
- Follow trends in the use of e-readers and digital devices; adjust services accordingly and as library budgets allow.

Goal 4: Stay abreast of new technology innovation and ways to implement them into library services.

Measures to be Collected:

- Annual use of online self-service features
- Number of online electronic payments made

Activities:

- Educate and encourage patrons to use self-service features, such as item renewals, placing/cancelling item requests, Library ELF, online electronic payments, etc.
- Continue to monitor staff technology competencies.

II. Facilities

Goal 1: Maintain an environment that is safe and welcoming for library patrons and staff.

Measures to be Collected:

- Number of library meeting rooms available to the public
- Number of people visiting the libraries annually
- Number of people visiting the libraries during winter season, i.e., January-March annually
- Number of non-library sponsored uses of library meeting rooms
- Number of work orders submitted to Facilities Maintenance
- Number of public comments/complaints about library facilities
- Number of Incident reports filed

Activities:

- Continue to explore ways to make the library facilities safe and secure for both staff and patrons.
- Explore ways of rearranging areas of the libraries to better meet the competing needs for use.
- Maintain communication with County Administration and the BCC regarding the library system's long and short term capital needs.

IV. Marketing

Goal 1: Expand the role of social networking in marketing.

Measures to be Collected:

- Number of social network followers
- Number of persons registering for digital newsletters
- Number of agencies linking to the library system website
- Number of hits on the library system annual report link on library website
- Number of persons registering for text messaging communications

Activities:

- Investigate publishing an e-newsletter.
- Develop and distribute the library system annual report as an e-resource.
- Investigate text messaging options for communications.

Goal 2: Develop an awareness campaign of all the services offered by the library system.

Measures to be Collected:

- Number of community programs presented (at non-library locations)
- Number of persons attending community programs (at non-library locations)
- Number of FOL programs presented
- Number of persons attending FOL programs

Activities:

- Provide presentations to inform the community about library resources and programs.
- Continue to work on library logo re-design project.
- Continue participating in local festivals/events to promote library events and services.
- Continue to work with state and local partners promoting Cultural and Heritage Tourism projects, e.g., FHBF, library sites on bike touring maps.
- Investigate participation in "Adventure Pass" program, or similar partnerships for free admission or special discounts at cultural destinations with a library card.

V. Staffing

Goal 1: Address the training needs of the library staff.

Measures to be Collected:

- Number of staff receiving 3 or more hours of technology training annually
- Number of staff receiving 3 or more hours of information literacy training annually
- Number of staff receiving other training
- Number of hours of staff training received
- Number of staff attending conferences
- Number of staff participating in SJC Leadership Academy
- Number of staff participating in SSLLI

Activities:

- Implement County's Pay for Performance Plan and continue to monitor staff competency needs.
- Assess job descriptions and staff duties to ensure they cover relevant competencies.
- Provide training for staff as needed.
- Encourage staff to attend conferences and meetings as funding allows.
- Encourage librarians to participate in St. Johns Leadership Academy and Sunshine State Library Leadership Institute programs.

Goal 2: Continue to improve the quality of customer service at SJCPLS.

Measures to be Collected:

- Number of comment cards submitted
- Number of policies/procedures reviewed and/or modified

Activities:

- Continue to collect feedback from patrons to gauge success of customer service.
- Identify procedures, policies, etc. that can be modified to be more customer friendly.

- Explore ways staff can be empowered to act on behalf of patrons.
- Continue to reward good customer service and correct poor customer service.
- Adjust staffing as needed to ensure patrons receive assistance in a timely manner.

Goal 4: Identify and create new staff positions relevant to the growth of the library system.

Measures to be Collected:

- Number of new volunteers recruited and trained
- Number of new staff positions created
- Number of staff promoted into higher classifications

Activities:

- Explore the use of rotating/floating staff during peak service periods.
- Expand the opportunities for, and the use of, staff and volunteers throughout the library system.
- Continue providing internal opportunities for professional growth and promotion.

VII. Sustainability

Goal 1: Establish and maintain partnerships with community organizations.

Measures to be Collected:

- Number of formal partnerships developed and sustained
- Number of SJC departmental relationships developed and sustained

Activities:

- Cooperate with other libraries, government entities, community groups, and businesses to share resources and provide programming to our patrons.
- Maintain the alignment of the Friends' efforts with the libraries' needs.
- Maintain a strong, well-informed Library Advisory Board that makes decisive recommendations in accordance with its oversight role within the Library-BCC structure.
- Cultivate advocacy roles for both LAB and FOL memberships on behalf of the library community.

Goal 2: Actively seek supplemental sources of revenue.

Measures to be Collected:

- Number of grants written
- Number of grants awarded
- Number of new FOL memberships received
- Percent increase in annual donations received through online payment option

Activities:

- Investigate the development of a library system Foundation.
- Utilize marketing capabilities to promote the benefits of supplemental library funding to businesses, agencies, organizations, and individuals.
- Actively promote the individual FOL organizations, the Friends of the Florida Heritage Book Festival, and the benefits of membership in both.