



ASHLAND PUBLIC
LIBRARY
Strategic Plan
2021-2024

Ashland Public Library Strategic Plan

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Development of the Plan

After the completion of a major library renovation in 2016, the Ashland Public Library Board of Trustees embarked on the creation of a three-year strategic plan to further secure and strengthen the library for the future. The planning process began in February of 2019 with a visit from State Library of Ohio Consultants Evan Struble and Erin Kelsey during this time they discussed with the management team and the Director the process for the Strategic Plan development along with a rough timeline of events. The current recommendation transpired from a community survey, staff focus groups, a community member focus group, and a board focus group. Feedback was gleaned through these mechanisms.

Based upon the findings from the community survey and focus groups, the guiding document of four (4) service responses, this document was presented by the library director to the Board of Trustees at the November 2020 meeting.

Library Mission Statement

Connecting people with ideas, information, and inspiration.

Service Response Goals

- 1.) Building Successful Enterprises: Business and Nonprofit Support
- 2.) Intergenerational Services and Programming
- 3.) Marketing/Communication: Internal and External
- 4.) Optimizing Our Assets



Service Response #1 Building Successful Enterprises: Business and Nonprofit Support

GOAL: Area business owners and nonprofit organizations will collaborate with the library to cultivate beneficial community resources.

OBJECTIVE: Increase community visibility

- 1.) Expand presence at community events (Examples: attended parades, festivals, etc.).
- 2.) Explore new partners within the community for programming partnerships.
- 3.) Expand avenues to grow collaboration with local schools.

Service Response #2 Intergenerational Service and Programming

GOAL: Kids, teens, adults, seniors, and families will have programs that integrate multiple age groups to foster community, understanding, and fun.

OBJECTIVE: Provide intergenerational programming

- 1.) Evaluate programming needs.
- 2.) Improve and expand adult and senior programming.
- 3.) Expand Outreach programming and services.

Service Response #3 Marketing/Communication: Internal and External

GOAL: The library will prioritize effective communication internally and externally, relaying timely, useful and appealing information.

OBJECTIVE: Increase external and internal marketing and communication

- 1.) Explore and expand on-line social media presence.
- 2.) Optimize marketing efforts in the community or within the building.
- 3.) Obtain an outdoor digital sign.
- 4.) Initiate a digital library newsletter (Goal of a quarterly release).

Service Response #4 Optimizing our Assets

GOAL: Library staff and board will be empowered to create informed analysis of internal and external processes and procedures, streamlining and updating departmental and organizational processes to reflect present day library services that will positively improve patron experiences.



OBJECTIVE: Provide quality patron services

- 1.) Investigate the feasibility of credit/debit card payment options for fines.
- 2.) Initiate on-line e-card services on website.
- 3.) Investigate cost effective digital options for digital music and movies.
- 4.) Promote current digital resources such as online databases.
- 5.) Improve staff knowledge and training with digital technology.

OBJECTIVE: Update internal and external processes, procedures, and policies.

- 1.) Update job descriptions and a table of organization.
- 2.) Conduct departmental time audits to identify procedural deficiencies.
- 3.) Develop and implement training strategies.
- 4.) Update Employee Personnel manual.

