



### Mission

The North Olympic Library System promotes the joy of reading, power of ideas, and lifelong learning, and provides all residents of Clallam County equal access to a variety of library resources.

### Goals

**Access:** The community will have optimal access to library resources, services and facilities.

**Visibility:** The community will recognize the library as a valuable hub for self-directed exploration and life-long learning.

**Education:** A broad range of information will be available through interaction between the community and skilled staff.

**Communication:** The library will provide effective communication tools.

**Objectives prioritized by the NOLS Board in August 2007 are highlighted in green.**

### Access:

The community will have optimal access to library resources, services and facilities.

#### **The community will have access to resources and services.**

- ✓ Develop programs to connect with underserved groups
  - Identify underserved constituent groups and develop plans to increase each group's use of the library
- ✓ Make systems user-friendly and transparent
- ✓ Practice professional collection development and be receptive to patron input for materials acquisitions
- ✓ Use dynamic, interactive and emerging technologies to enhance its online presence
  - Website
  - Databases
- ✓ Provide programming that attracts and serves residents of Clallam County
  - Identify underdeveloped program areas and develop programming

#### **The community will have access to facilities that are welcoming and functional.**

- ✓ Maximize facilities to meet the needs of community.

- Develop a space plan showing how branches currently maximize use of facilities
- Use demographic projections to develop and implement plans to meet future needs.
- Establish a maintenance schedule that addresses facility needs
- ✓ Maintain hours that are consistent and convenient to library patrons

### **The library will ensure fiscal stability**

- ✓ **Create an on-going task force that reports to the Board**
  - represents different stakeholders
  - studies viable options for increasing revenue
- ✓ **Advocate with policy makers at the local and state levels.**

### **Visibility:**

The community will recognize the library as a valuable hub for self-directed exploration and life-long learning.

- ✓ **Develop a marketing plan.**
  - **Market**
  - **Community visits**
  - **Promote databases and other resources**
  - **Responsively monitor and adjust marketing plan**
  - **Consider becoming the community calendar**
- ✓ **Media opportunities**
  - Library-produced content
  - Closer relationships with media sources
- ✓ **Partnerships**
  - **Partners: eg. Friends groups, chamber, college, businesses, museums, bookstores, schools**
  - **More collaborative programming**
  - **Cross-promote with partners, eg. web-links**

### **Education:**

A broad range of information will be available through interaction between the community and skilled staff.

- ✓ **Implement a system for ongoing staff development**
  - Train staff and volunteers in using tools and resources to support patrons
  - Provide opportunities and resources (time, financial) for staff development
  - Train staff in customer service
  - Train staff for effective knowledge of the system
  - Evaluate position descriptions on a regular basis
- ✓ **Establish an accessible and relevant internal communication system**
  - Intranet, Blog, Meetings
- ✓ **Enable users to find the resources they need**
  - Provide quality, up-to-date library documentation
  - Provide patron training opportunities
  - Homework help via web, databases or partnerships

## **Communication:**

The library will provide effective communication tools.

- ✓ **Interact with the community through avenues such as**
  - **Website**
  - **Catalog**
  - **Blogs**
  - **Publications**
  - **Friends groups, Director and other community liaisons**
- ✓ **Encourage the community to interact with the library through avenues such as**
  - **Surveys and suggestion forms**
  - **Online services**
  - **Encouraging community involvement with NOLS Board**